

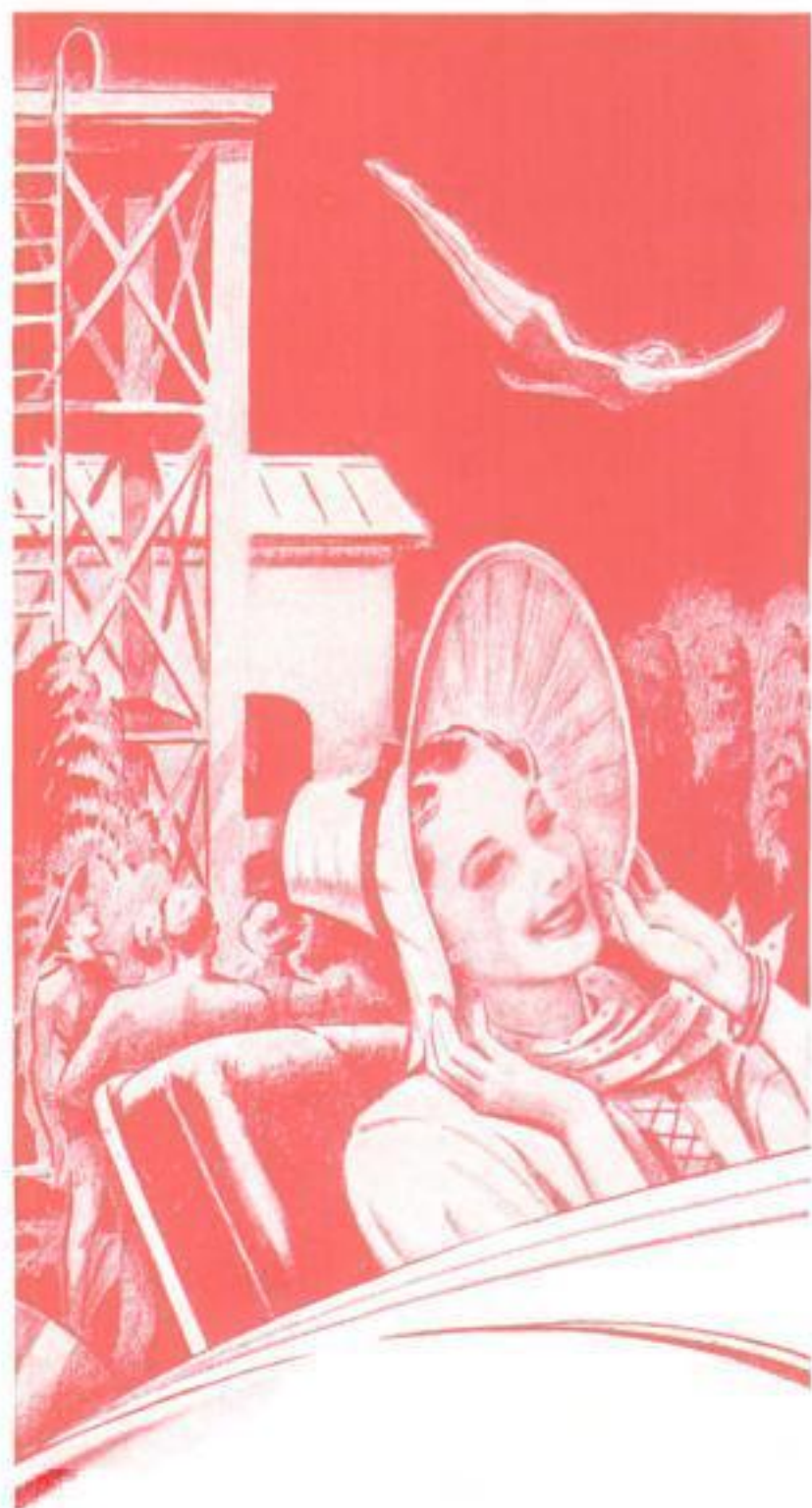
LIFE



CAMISOLES ARE BACK

JULY 18, 1938 **10** CENTS

GENERAL...the name that means **BIG MILEAGE** **QUICKER-STOPS • COMFORT • SMART STYLE**



IN summer, people drive farther and faster. Sustained speed and hot weather place the maximum strain on tires. That's the time weak tires fail. And that's the time you appreciate trouble-free, uninterrupted tire travel. When you ride on Generals you enjoy the peace of mind that can come only from General's superlative kind of mileage. Today's Generals give big mileage a prouder name—serene comfort, supreme safety, greater protection from present day driving hazards. Only General gives you the patented wrinkle-action, squeegee-tread that will stop your car quicker on wet pavement than ordinary tires stop on dry.

Softer yet stronger, through exclusive low air pressure design, Generals actually absorb road blows that would normally damage a tire. They give you the maximum blow-out protection that has been proved on millions of cars. Easy riding comfort, smart style, greater economy—these are other things that people have come to expect from *Top-Quality* Generals.

THE GENERAL TIRE & RUBBER CO., AKRON, OHIO



FOR FORDS, CHEVROLETS, PLYMOUTHS
AND ALL POPULAR-PRICED CARS

• **NEW GENERAL DUAL 8** •
with General's sensational *big mileage*,
quick-stopping safety and *extra strength*.

**COSTS LESS
THAN A DOLLAR MORE**

than you'd pay for an ordinary first-line tire.
Never has Top-Quality cost so little.

The new Dual 8 is available with smartly styled white
sidewalls at slight additional cost. They add the final
touch of distinction to your car.

Copyright 1938 The General Tire & Rubber Co., Akron, O.



**NO OTHER TIRE
CAN PRODUCE
THIS *wrinkle***

When you apply the brakes,
the flexible tread wrinkles
into squeegee-action—*grips*
and *holds* in any weather.
This quick-stopping squee-
gee-tread action is patented
and can't be duplicated.



THE GENERAL TIRE

— goes a long way to make friends

WINNING NEW FRIENDS BY THE THOUSANDS: PLYMOUTH "Roadking"



"THE RIDE GOT ME — THAT AND THE PRICE"

"I heard all kinds of good things about the Plymouth 'Roadking'," says Mr. C. J. Votaw, Ft. Wayne, Indiana. "But the real surprise was to find this big, luxurious car is priced with the lowest! And when I drove the 'Roadking' — well, I just had to buy it!"



"ITS RIDE WAS MY FIRST SURPRISE"

"I heard so much about the Plymouth 'Roadking'," says Miss Florence Hermann, Kansas City, Mo., "that I finally went for a drive in one. I was delighted at its comfort and easy handling. And I never knew you could buy a Plymouth at *that* low price!"



"IT COST LESS — AND I GOT MORE!"

"When I heard talk about the size and comfort of the Plymouth 'Roadking,' I expected it to cost more than the others," says Mr. Fred Smith of Los Angeles, Calif. "But, after seeing the price-tag, I took a ride. That was enough for me... I bought one!"

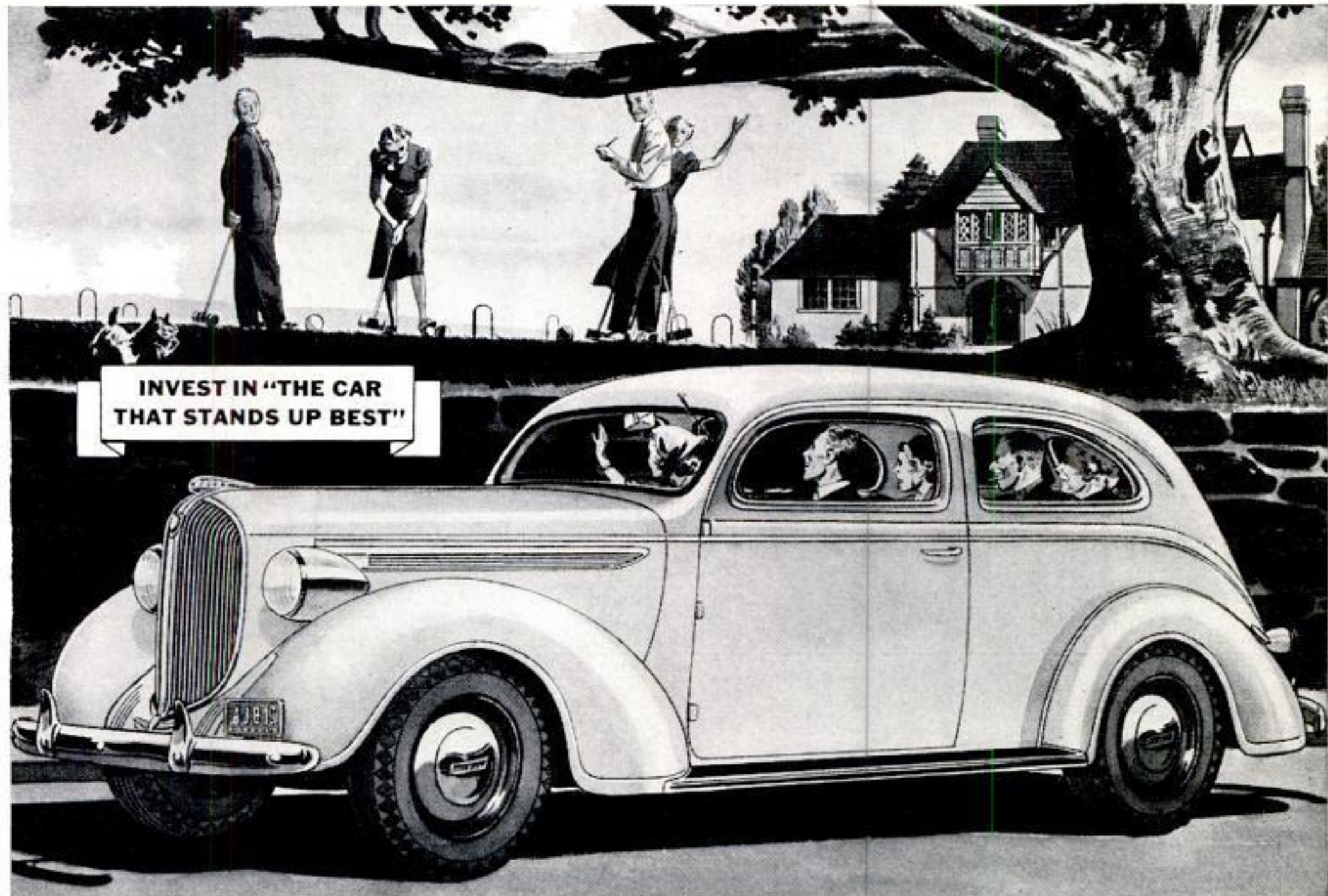
YES, people are *buying* this great car by the thousands...for its sensational new ride...and its many new features that mean *extra value!*

BIGGEST OF THE 3 In size, this fast-selling Plymouth "Roadking" is easily the biggest and roomiest of the leading lowest-priced cars; it is nearly 7" longer than one; and more than 10" longer than the other.

THRILLING POWER The Plymouth "Roadking" is making a hit with its big, 82-horsepower "L-head" engine... giving brilliant, full-powered performance with top economy. Owners report 18 to 24 miles on gas... big savings on oil, tires, upkeep.

EASY TO OWN Your present car will probably represent a *large proportion* of Plymouth's *low delivered price*...balance in surprisingly *low monthly installments*. Stop in and see the popular Plymouth "Roadking"...or phone your nearby Plymouth dealer. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9-10 P. M., E. D. S.T.



PLYMOUTH
"Roadking" \$685
5-PASSENGER SEDAN

—"Detroit delivered price," including front and rear bumpers and bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Plymouth prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"

This One



X41J-S5K-KXLZ

SPEAKING OF PICTURES . . .

Voyagers: The Well-Known



Comic: Eddie Cantor pops his eyes whenever a camera comes around. Meeting Jimmy Durante before sailing for Europe, he registers surprise at lovelight in Schnozzle's eyes.



Aviator: Captain Eddie Rickenbacker, Wartime ace, now president of Eastern Airlines, sails for a European cruise aboard the *Paris* with his wife and sons David and William.



Ambassador: Joseph P. Kennedy sails back to his post in London after reporting to his chief, Franklin Roosevelt.



Ice skater: Sonja Henie, now a great Hollywood star, sails back home to Oslo with a hat that looks like a halo.



Dachshund: "Queenie," Soprano Grace Moore's solemn pet, violates all ship-picture tradition by not looking happy.



Contractor: Jim Farley's brother William (left) bids au revoir to Robert Butler, St. Paul, Minn. contractor (second right), who sailed with his daughter Margaret.



Aviatrix: Mrs. Jacqueline Cochran Odum, flier and wife of Financier Floyd Odum, sails.



Explorer: Commander Attilio Gatti sails with his wife en route to the jungles of Belgian Congo.

... THESE PEOPLE WENT ABROAD IN JUNE

Voyagers: The Little-Known



To lend variety, photographer enlists members of the *Sarmaria's* band to pose with Margaret Bayne of Ithaca, N. Y.



In line of duty, the same kilties pose again with their bagpipes and Miss Martha Matyska of Shreveport, La.

This year in June, busiest transatlantic sailing month, some 50,000 Americans sailed from New York for foreign lands. The nationally-known among them (see opposite page) posed for photographers on shipboard with easy, happy smiles. But a greater number, whose names mean nothing nationally, also backed against a ship's rail or life preserver, posed with strained self-conscious smiles for the newspaper back home. Though few people know it, the photographing of the obscure voyager is a steady business.

The photographs on this page were taken this June by News Events Photo Service, which photographs non-prominent travelers. News Events is owned by Joseph Cancellare, who took pictures for big agencies until he suffered a nervous breakdown nine years ago. When he recovered, he went into business for himself. Cancellare is notified by out-of-town papers that a local figure is sailing. He also scans steamer lists, looking especially hard for travelers from Syracuse, Hartford, Dallas, Houston, Des Moines—his best markets. Newspapers pay him \$3 and \$5 a print. Their chief preferences are: 1) local debutantes, 2) local honeymooners or 3) local tycoons.

MR. & MRS. GEORGE E. HILLS
BROOKLINE, MASS.



MISS ESTHER THORP
BROOKLYN, N. Y.



MISSSES PETERSON & LEWIS
WAVERLY, PA.



MR. & MRS. GEORGE TAYLOR
BROOKLYN, N. Y.



DR. & MRS. CHARLES T. HOEY
ST. LOUIS, MO.



DR. & MRS. HUGH D. STITES
ALEDO, ILL.



EDWIN J. MILLS JR.
EVANSTON, ILL.



MRS. HENRY WERNER & JEAN
LAWRENCE, KAN.



MISSSES GOOLSBY & SCARBOROUGH
PARIS, TEX.



MARY & FLORENCE MADDON
CHICAGO, ILL.



MR. & MRS. LUNN & EDITH
ANSONIA, CONN.



MRS. H. L. GLENN JR. & CHILDREN
COLUMBUS, OHIO



THE HAROLD MANDERBOCHS
DREXEL HILL, PA.



THE J. H. O'MALLEYS & ANN
KANSAS CITY, MO.



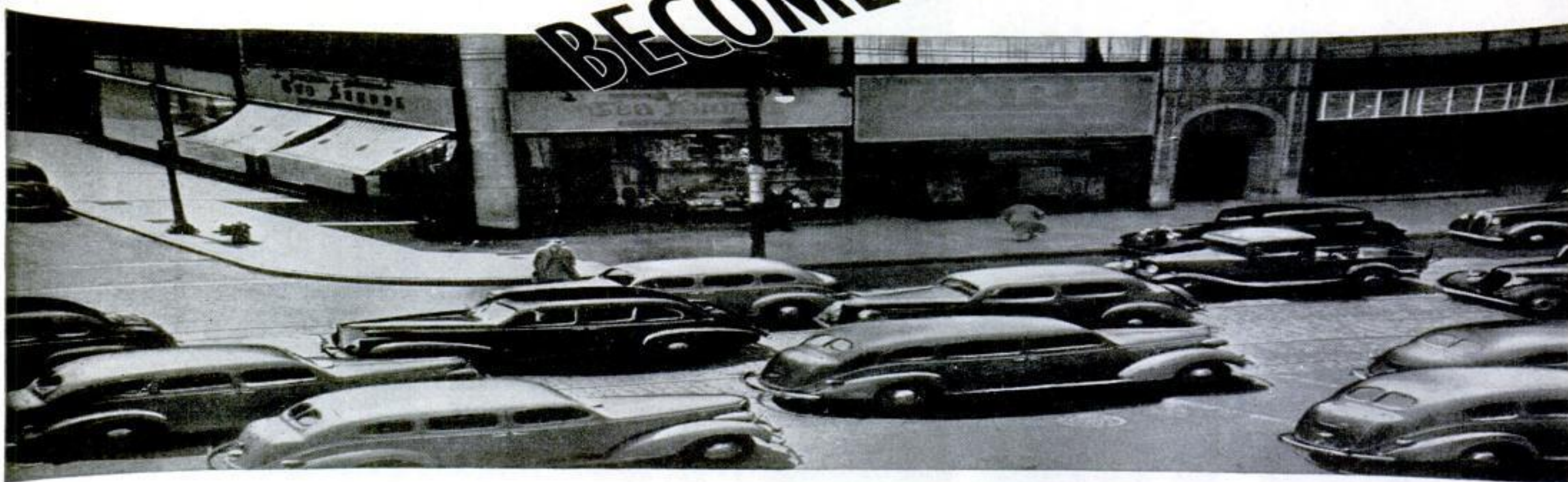
MISS BETTY BLOMQUIST
VERONA, N. J.





A MILE AT MIDNIGHT

BECOMES 2 MILES AT NOON



In **STOP** and **GO**, a mile **S-T-R-E-T-C-H-E-S**

In low and second, your engine makes up to 3 times as many revolutions as in high—**uses 3 times as much gasoline**

STOP-AND-GO driving fools your speedometer—while your car is going a mile, your engine may go the equivalent of *two*.

The number of extra revolutions your engine makes depends on how many times you stop and start—how much of your driving is in low and second gears.

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this costly waste, they rearranged the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible"—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly and your savings count up.

SUPER-SHELL

SAVES ON STOP AND GO



(continued)

SPEAKING OF PICTURES

Two or three years ago every shapely lady who arrived in New York by steamer automatically lifted her skirt and crossed her legs, so photographers could take what they called "cheesecake" or leg pictures. Then the "cheesecake" went into a decline. Last year when Marlene Dietrich refused to show her legs, photographers knew the heyday of the "cheesecake" had passed. But that this form of ship photography is not extinct is shown by the pictures below, largely selected from the more recent crop.



JUNE KNIGHT, ACTRESS



SOPHIE TUCKER, SINGER



DELLA CARROLL, DANCER

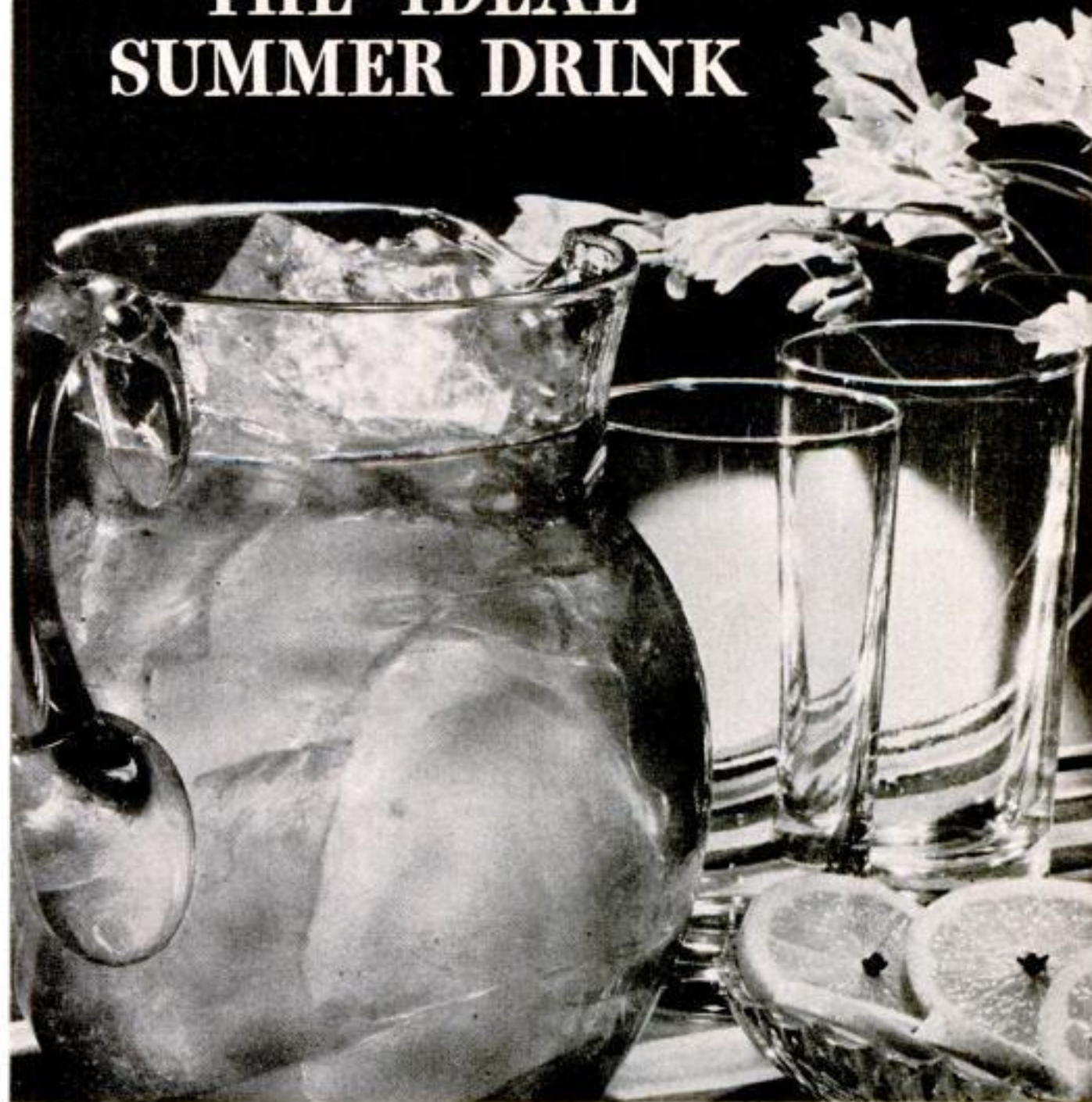


ELIZABETH JENKS, MOVIES



A NINE-LAYER CHEESECAKE, ALL OF THEM SHOWGIRLS

Morning, Noon, and Night THE IDEAL SUMMER DRINK



Enjoy cool, peppy days—restful nights—with iced tea. And it's nice to know that tea is a *NATURAL* drink—nothing artificial about tea!

MAKE A BIG PITCHER OF ICED TEA

Enjoy all you want of this cooling, vitalizing drink. And no regrets—iced tea is *nature's* own recipe for getting cool and keep-

ing cool! America discovered this perfect "cooler." Now—you join the millions who chorus, "Iced tea beats the heat!"

MR. ICE CUBE
SAYS:



ICED TEA IS A DELICIOUS, NATURAL DRINK—A SUMMER LIFE-SAVER THAT COSTS LESS THAN 1¢ A GLASS. DRINK PLENTY OF ICED TEA AND SEE IF YOU DON'T FEEL BETTER, WORK BETTER, AND HAVE MORE PEP LEFT FOR AN EVENING'S FUN!

These good black teas are especially suited to the American taste. For economy and full enjoyment, buy *quality* tea.



AMERICA'S
NATURAL DRINK

TEA **KEEPS YOU COOL!**



★★★ HENNESSY COGNAC BRANDY



Strike!... and a refreshing reward in a tall, cold glass of Hennessy-and-soda, the choice of the connoisseur on land or sea. There's a zip and zing to Hennessy-and-soda that is most satisfying. Enjoy its cooling comfort.

HENNESSY-and-SODA
1 jigger of Three-Star Hennessy
3 ice cubes • Plain soda water



INSIST ON HENNESSY in a Stinger Cocktail • Old-Fashioned • Side Car • Brandy Sour • Brandy Cocktail • Mint Julep.

Distilled and bottled at Cognac, France.
JAS HENNESSY & CO. Established 1765

SOLE U. S. AGENTS:
Schieffelin & Co., NEW YORK CITY
IMPORTERS SINCE 1794

LETTERS TO THE EDITORS

America

Sirs:

Your June 27 issue arrived yesterday, and I want to express my appreciation for an edition of LIFE which thrilled me.

Always a lover of this great country of ours, I've never had an opportunity to see its beauty beyond the East Coastal States. Still, your splendid pictorialization made it all come to life.

EDNA CARSON

New York, N. Y.

Sirs:

I have been trying to sell my husband the idea that we should see America, instead of Europe, on our one big "when-our-ship-comes-in" vacation. I believe your color photography of America's scenic wonders has clinched my arguments into a 100% agreement.

MRS. HOWARD EPPINGER

Rahway, N. J.

Sirs:

You did not give our State of Florida the justice it deserves.

LOUIS J. FAEDKE

Pensacola, Fla.

Sirs:

I think you have done a great injustice to the State of Ohio.

OLIVER G. HUBER

Cincinnati, Ohio

Sirs:

You neglected to show your readers any views of America's most popular vacationland, New England.

MAURICE J. TOBIN
Mayor

Boston, Mass.

Sirs:

Our badlands are beautiful!

GENEVA WINKJER

Wildrose, North Dakota.

● LIFE plays no regional favorites. But with 48 states, 3,070 counties, 123,232 towns and 130,000,000 people in the U. S., it is obviously impossible to satisfy the local pride of every person, town, county, State.—ED.

Sirs:

Here's my reaction to your pictures on "America." When these cockeyed politicians (yes, from the President down to the town dogcatcher) get all wound up and right in the middle of their campaign ballyhoo (we're due for a lot of it this fall)

Honey Chile's State

Sirs:

Although I live in Denver, I am a Southerner in heart, word and deed, having been born and reared in Birmingham.

Now, what I want to know is: WHY, Sirs, in such a fine intellectual magazine, did yo-all permit some meddling Yankee to take Alabama out of the South and put it in the Middle West?

VIRGINIA H. C.

(HONEY CHILE) BLACKIE

Denver, Colo.

● Purely for convenience in mapping.—ED.

Tall Corn State

Sirs:

In checking your wonderful pictures of "America" you state: "Illinois: The flat, light-colored geometry of cornfields spreads out over this greatest of corn-producing States."

Being from Iowa "where the tall corn grows," it was not possible to overlook such a gross error as this. Take the *Year Book of Agriculture* 1935, page 380, years of 1927-31, and we find Illinois harvested 8,965,000 acres of corn at 35.2 bushels per acre, a yearly average of 302,578,000 bushels.

Iowa harvested 11,279,000 acres at 38 bushels per acre, or a yearly average of 413,751,000 bushels. Therefore Iowa was greatest by 111,000,000 bushels per year and had the greatest yield per acre. Any other years give like results.

SMITH W. BROOKHART

Hyattsville, Md.

● If the former Republican Senator from Iowa will consult the latest (1937) edition of the *Year Book of Agriculture* he will perceive that his last statement is not true. In 1936, for the first time in years, Illinois nosed out Iowa for first place in corn production. Figures: Illinois, 217,751,000 bushels; Iowa, 212,240,000 bushels. Drought, which caused the general slump that year, hit Iowa harder than Illinois. Complete figures have not yet been published for 1937 but presumably Iowa regained first place.—ED.

Haystack Rock

Sirs:

I have just dried my eyes after having had a good cry over the publicity I lost when LIFE, with its wide circulation,

place, The Ecola Inn, beside the Pacific Ocean at Cannon Beach (see cut). Sunset Beach is 27 miles up the coast.

Haystack Rock covers about the area of a city block, and is 285 ft. high. Four men have lost their lives in attempts to climb it, and four others—skilled alpinists—have successfully negotiated its treacherous shale sides and made their way to its summit.

JOHN HOLLINSHEAD
Proprietor

Ecola Inn
Cannon Beach, Ore.

Roadside Signs

Sirs:

Congratulations to LIFE for the lucid presentment of Eyesores on United States roads (LIFE June 27).

Your timely and graphic indictment is doubly helpful because in subsequent pages you show how and where advertising may be effectively and decently done.

BERNHARD HOFFMANN

Stockbridge, Mass.

Sirs:

Tsk! Tsk! LIFE failed to include pictures of those beloved Burma-Shave jingle-signs posted precisely, poetically, provocatively on practically every paved path from the piney peaks of the Peek-skills and the populous portions of Pennsylvania to the pretty, prim palms of Palo Alto and Pasadena, planted parallel to the placid Pacific!

No present-day automobile manufacturer has yet built into his car any feature which can compete with the Burma-Shave signs when it comes to relieving the monotony of a tiresome trip.

BARRY W. TALBOT

Arlington, Va.

● Some of the most vigorous anti-sign crusaders confess a soft spot for the Burma-Shave jingles.—ED.

Sirs:

It may interest LIFE's readers to know that some years ago the Standard Oil Co. of California voluntarily withdrew all of its scenery-destroying advertising from the large and highly motorized territory it serves.

FREDERICK RUST

Los Angeles, Calif.

Sirs:

May we inform you that no advertising signs or devices are allowed within 300 ft. of the highway in Nova Scotia.

A. S. MACMILLAN

Minister of Highways

Halifax, Nova Scotia

Roosevelt Cover

Sirs:

Why did you leave out the sound effects on your cover of June 27? Didn't anyone tell you that Franklin I, according to how it looks to an eminent lip reader like myself, has just said: "Well, I've got the votes, so what?"

AMOS FINNEGAN

Los Angeles, Calif.

Sirs:

FORTUNE says—and you repeat—that "an overwhelming majority of the American people admire Franklin Roosevelt's personality."

But nobody as yet has explained: Why? And I should like to ask your readers and friends to help me to solve the riddle. If they will write to me, I will classify their explanations of F.D.R. and report them back to you.

JAMES WALDO FAWCETT

6311 33rd St., N.W.
Washington, D. C.



HAYSTACK ROCK AND THE ECOLA INN

I'd like to back them up against some of these scenes and take their pictures, just to show how small and unimportant they really are.

HENRY BALLARD

Novato, Calif.

published a photograph of a big coastal rock, over the caption: "The Pacific at low tide near Sunset Beach on the coast of Oregon."

The rock, known as The Haystack, is located virtually in the front yard of my

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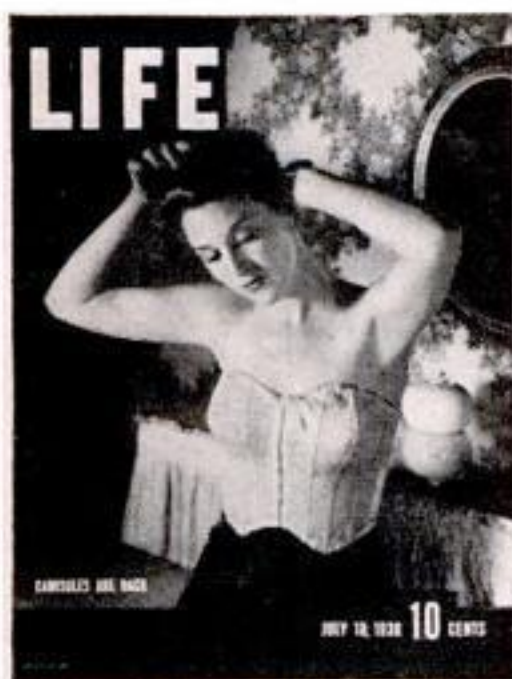
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LIFE'S COVER: In a Victorian powder room, Photographer Dmitri Kessel posed pretty Carol Ann Brown to look like a demure 19th Century damsel for this week's cover. On pages 32 and 33, which tell the story of the old-fashioned camisole-corsets worn by ultra-modern women, Mr. Kessel has caught the mood of the "Romantic Nineties" period. The girl with domino framed in mirror (page 32) might well be primping for a Venetian masked ball. In real life hazel-eyed Miss Brown, 21, models dresses and underwear to pay for singing lessons.

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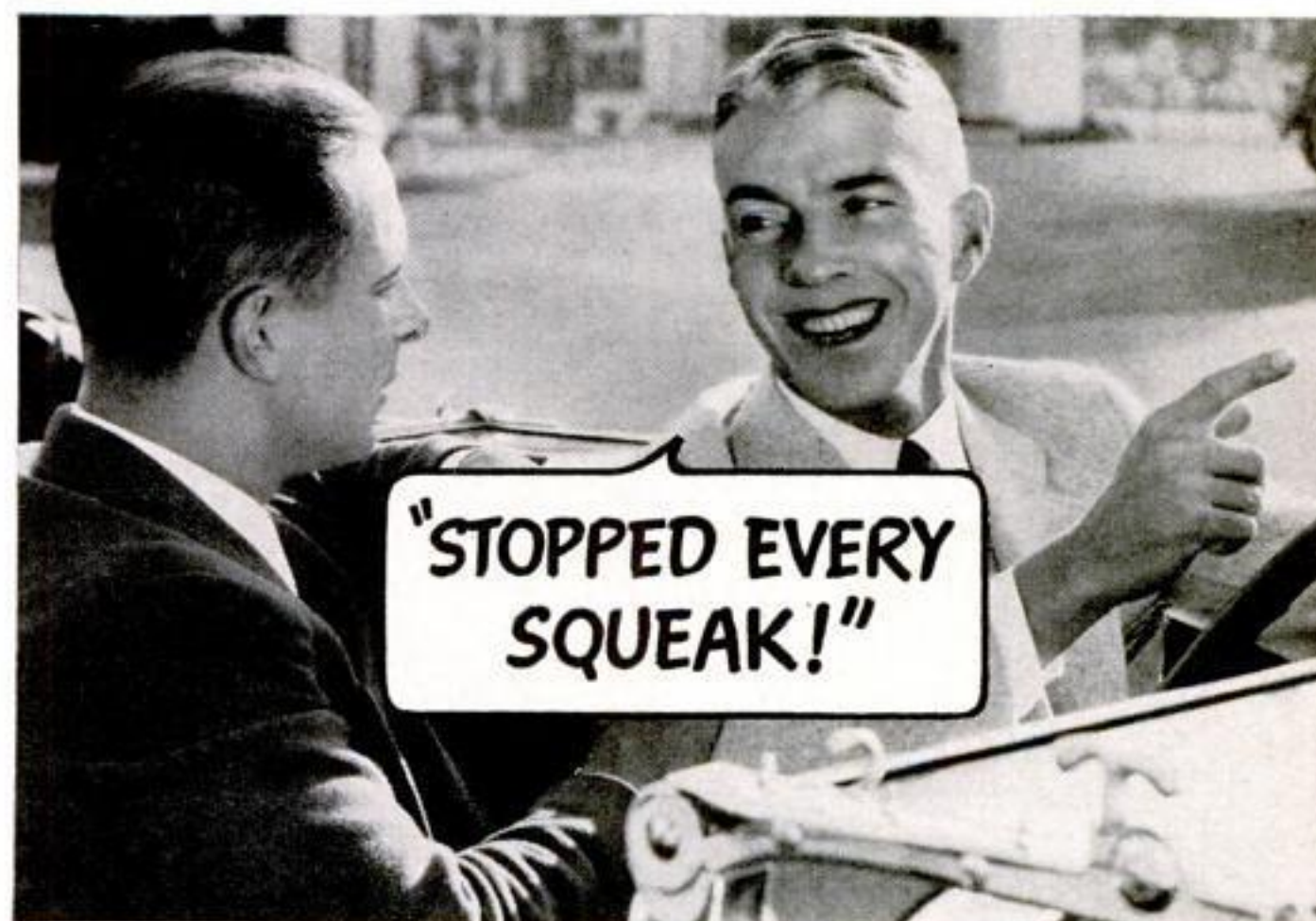
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FOLKS TALKED ABOUT THIS SAFE GREASE



MOBILGREASE NOW USED BY MILLIONS MORE

CAR OWNERS like Mobilgrease—praise it—because it takes out squeaks...keeps them out! It makes cars ride more softly...steer more smoothly...and it lasts far longer than ordinary greases!

Try Mobilgrease once and you'll see why it's winning America! Mobilgrease is recommended by your Mobiloil dealer. Stop at his station today.

"IT TAKES SOME GREASE TO WIN ALL THOSE USERS —I'M GETTING MOBILGREASE FROM NOW ON!"



Mobil *SOCONY-VACUUM*
Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB

THE MOST EXCITING CHARACTERS THAT EVER THRILLED YOU FROM THE SCREEN...

Thieves and adventurers...men who hid from the light—and women who sought it eagerly, shamelessly...living their lives in "The Casbah", strange haunt of humanity's stepchildren... living...loving...fighting...hoping...



PEPE LE MOKO...uncrowned king of the Casbah...wielding power by the strength of his arms—the guile of his mind—the strange fascination he possessed for women of all descriptions.



GABY...a woman from another world...cold, yet desirable...tempting, yet dangerous...she promised wonders—and he yielded...

INES...primitive in her love for Pepe...battling with the wiles that only a woman knows to keep his kisses for her beautiful lips alone...

SLIMANE vowed to get Pepe dead or alive, and he thought he knew how...

TANIA...She once knew another world—but her love lay in the Casbah.



REGIS...There are men like him everywhere—who talk for "thirty pieces of silver"...

PIERROT...He dared to defy the code of the Casbah—Pepe's law—so he paid the price...

GRANDPÈRE...Did he know the end would be coming? Could he have warned Pepe?

SEE IT SOON AT YOUR LOCAL THEATRE

WALTER WANGER
presents
CHARLES BOYER
in
"ALGIERS"
with
SIGRID GURIE
HEDY LAMARR
JOSEPH CALLEIA • ALAN HALE
GENE LOCKHART • NINA KOSHETZ
Directed by John Cromwell • Screen Play by John Howard
Lawson • Additional Dialogue by James M. Cain
Released thru United Artists



FEET FIRST, THIS "COMMUNIST" HECKLER IS RUSHED FROM FASCIST RALLY JULY 4 IN TORONTO AS FASCIST ARCAND WAGGLES WARNING FINGER

From a cloud no bigger than a man's upraised hand, militant Fascism in Canada has grown within a year to a problem menacing enough to engage the most serious minds in the Dominion. On July 4, 1,500 Fascists from eight Canadian provinces assembled at Toronto's Massey Hall for the first public assembly of united Fascist groups. There they formed a new National Unity Party, abandoned the swastika as their party symbol for a less controversial flaming torch, bounced hecklers from the hall, and listened to a fine display of rabble-rousing and Jew-baiting by their acknowledged leader, Adrien Arcand of Montreal.

As an individual Adrien Arcand is as important or as unimportant as Frank Hague of Jersey City. But as a leader of a new organization, Arcand is something new to North America with his violent

racial prejudice and his militarized battalions of 3,600 men drilled by a former Inspector of Quebec's Liquor Police.

It is a sinister fact that by day Fascist Arcand, as press agent, edits the official paper of Quebec's Premier Maurice Dupl  sis, a rabid Red-baiter in his own right. By night Fascist Arcand is busy with his Fascism. Ontario's Premier Hepburn, anxious to entice U.S. industry to his province with promises of unionless labor, regards Arcand with benign tolerance.

Yet for Canadians as a whole Fascism is still a minor matter. Five times as many people attended an anti-Fascist rally in Toronto as listened to M. Arcand. Only in French-speaking Quebec, with one of the lowest standards of living in the Dominion, has it yet raised a commanding voice.

CANADIAN FASCISTS GIVE DOMINION A HEADACHE AND OPPONENTS THE BUM'S RUSH



LEGIONNAIRES, MALE & FEMALE, ARE DRILLED BY MAJOR MAURICE SCOTT IN CUMMERBUND



Le Chef, Adrien Arcand, speaks English fluently, but thinks and gesticulates in French. On July 4 he abandoned the swastika (seen on shoulder) as party symbol.

The goal of M. Arcand's Fascist legion is an organization of 25,000 divided into eight divisions. At present it totals 3,600, of whom half have no uniforms. Their known armament is 500 Smith & Wesson revolvers recently smuggled from the U. S. Arcand's Fascists loudly preach the corporate state and anti-Semitism. Their motto is: "Canada for the Canadians." Just as loudly they deny any connection with Germany or Italy, though they admit receiving propaganda literature from Hamburg.



Propaganda is the meat on which young Fascists are fed. Some of these French pamphlets were sent free from Nazi headquarters in Hamburg. Others are printed on hand presses in Quebec.

Canada's Conservatives Convene

Many times larger and more important than Canada's Fascist party are the Conservatives, comparable to the Republican Party in the U. S., whose Hoover, ex-Dominion Premier Richard B. Bennett, announced his retirement from public life in a keynote speech at a party convention at Ottawa on July 5. Like Hoover's Republicans in 1932, Bennett's Conservatives were soundly trounced in 1935 by Premier Mackenzie King's Liberals. They are still Canada's No. 2 party.

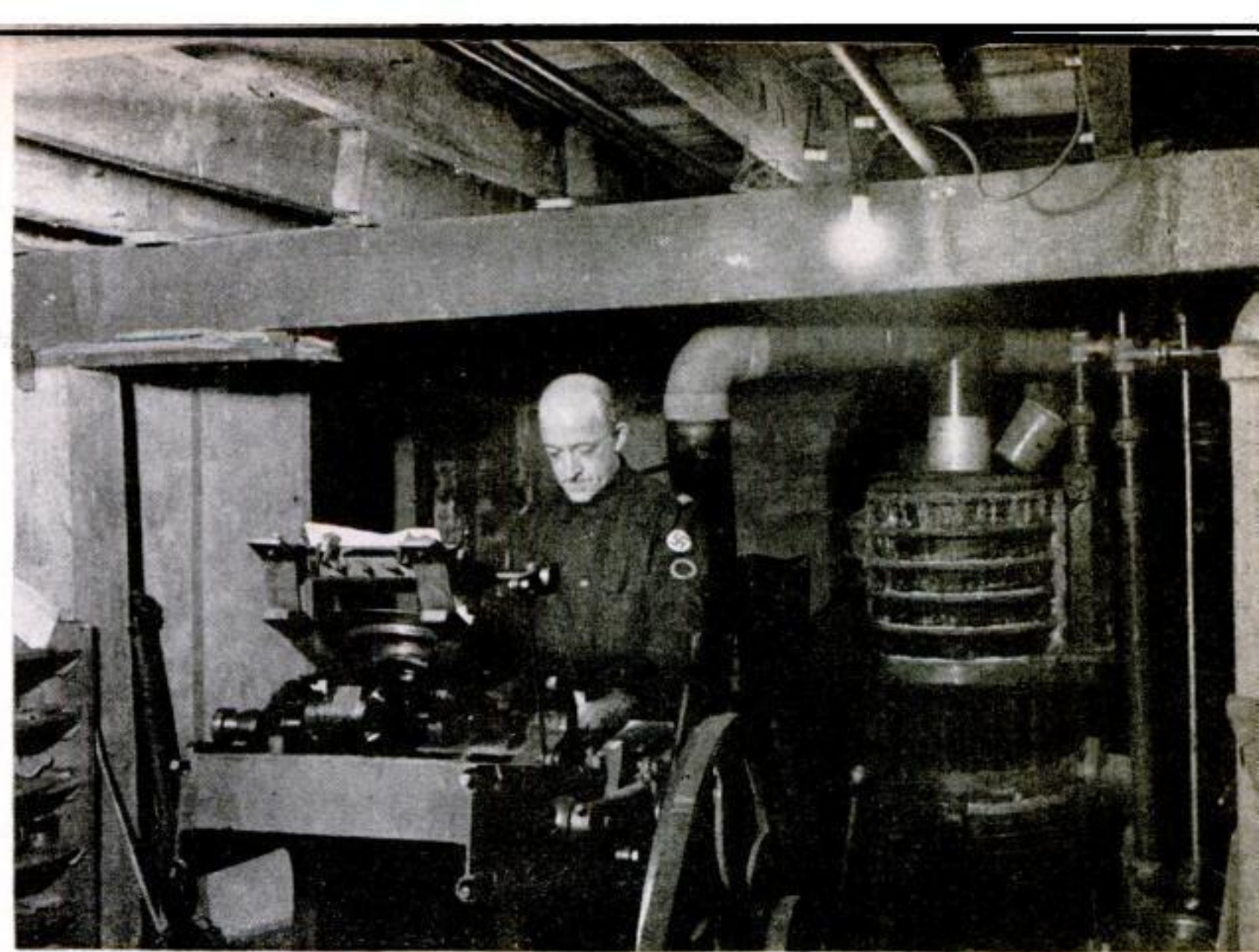
Pausing to elect a faithful wheel horse, Dr. Robert Manion, 56, new head of the party, Conservatives were sufficiently worried by the menace of Fascism to hear from Mr. Bennett a plea to fight this evil at home and abroad. Posing with his nephew Billy Herridge, 6, Mr. Bennett was chagrined to hear Billy's father read himself out of the party for its lack of initiative.



A twist of the wrist would make Conservative leader Manion appear Fascist.



Retiring leader Bennett holds Nephew Billy. He served five years as Premier.



CLASSES IN FASCIST RABBLE-ROUSING ARE HELD TWICE WEEKLY. THIS SECRET PRESS PRINTS ANTI-SEMITIC PROPAGANDA IN A CELLAR



Tailor Goulet (left), now on relief, and father of a Fascist baby (right), makes blue uniforms for Arcand legionnaires in Montreal headquarters.



Swaddled in swastikas, Adolf Benito Adrien (Arcand) Goulet bawls lustily in his basket under a blue

butterfly, two pictures of Hitler, and an anti-Jewish pamphlet from the defunct Dearborn Independent.



From Vancouver these three Conservative delegates heard their party oppose Japanese immigration, and promise loyalty and probable military assistance to Britain.



Conservative lady delegates appeared more personable than those at most conventions. Miss Donna Aitken (lone blonde), is Vice President of the Young Conservatives.

LIFE ON THE NEWSFRONTS OF THE WORLD

United China starts second year of war, Roosevelt goes campaigning, Cosmic Ray sits for portrait

On July 7 the war in China was one year old. Seven months before it started, *LIFE* examined the Japanese Army, considered invincible by most experts, and found its record unimpressive, its equipment mediocre, its personnel overconfident. In a year of the war which Japan expected to win in a month or two, its armies have overrun in whole or part twelve Chinese provinces. *LIFE* showed beautiful Peiping (Aug. 23) before its capture, the bloody bombings of Shanghai (Aug. 30, Sept. 6, Oct. 4), the capture of



CHIANG

Shanghai (Nov. 22), the capture and rape of Nanking (Jan. 10, May 16), the capture of Tsingtao (Jan. 24), the great Japanese defeat at Taierh-chwang (May 23), the assault on Suchow and the dreadful bombing of Canton (June 20). *LIFE* also examined the conventional Japanese character that is the weakness and the strength of the Japanese Army and economic structure (Aug. 30). Though Japan today controls two-thirds of China's railways and coast and has technical possession of 270,000,000 Chinese, it has not broken the massed professional and provincial armies of Generalissimo Chiang Kai-shek. China's valiant Communist armies, discovered by *LIFE* in pictures (Jan. 25 and Feb. 1, 1937), have made soviets of huge areas within the Japanese lines. Twenty-eight Chinese divisions are still fighting behind the Japanese lines in Shansi and 250,000 guerrillas rattle angrily through Hopeh, Shantung, Shansi, fighting sometimes within earshot of Peiping and Shanghai. A year of war has proved the colossal news fact of China's unity. Even if China falls apart now, it has already demonstrated that it is prepared to go down fighting. On July 7, accepting unanimous support from People's Political Council delegates from as far as Tibet and Mongolia, Chiang Kai-shek called on the people of Japan to end "the madness of your militarists." Meanwhile in Tokyo, Premier Fumimaro Konoye blamed the war on hot-headed younger Chinese officers, promised to go on fighting till victory.



KONOE

Theme Song. The red-hot Kentucky primary campaign (see p. 16) President Roosevelt brought to a boil July 8 by rolling in to battle for his Senator "Dear Alben" Barkley against Governor "Happy" Chandler. In 1936 Recovery was burgeoning and President Roosevelt's theme for re-election was: You are better off now than you were in 1932. Observers have wondered how, in the 1938 campaign, Mr. Roosevelt would meet the fact of the new depression. In Kentucky he showed them. Sounding the theme of his campaign for New Dealers, he said:

"You cannot compare the conditions of 1932 with the conditions of 1938."

Roosevelt Pay-Off. Remembering that President Roosevelt preached economy in his 1932 campaign and warned that "too often in recent years liberal



LEHMAN

governments have been wrecked on rocks of loose fiscal policy," people forget that he was a notable spender as Governor of New York (1929-33). On July 5 New York's present Governor Herbert H. Lehman, a shrewd Manhattan banker by profession, announced that the \$100,000,000 State debt bequeathed him by Mr. Roosevelt had been paid off and that the State had a tidy \$6,500,000 balance in bank. In Kentucky three days later President Roosevelt declared that he had run New York into debt only because the Federal Government refused to supply relief funds. Ignoring the fact that Governor Lehman has risked his popularity by laying on stiff new taxes the President claimed that only the Federal millions poured out by the New Deal had allowed Lehman to pay off his debt. . . .

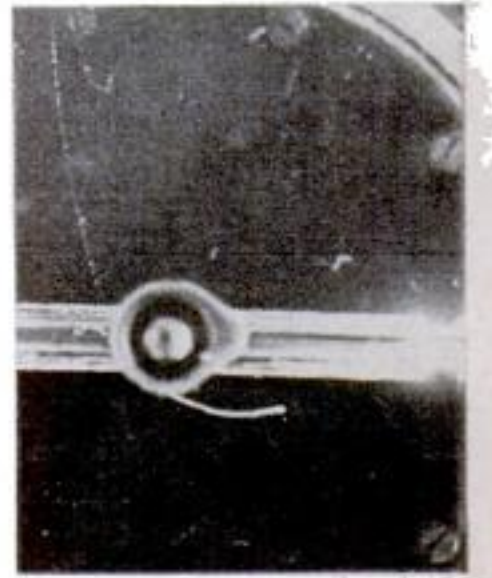
Promise to Remember. Something every responsible citizen will bear in mind until the November elections is a promise made July 7 by Senator Joseph C. O'Mahoney (pronounced oh-may'-oney) of Wyoming, chairman of the Monopoly Investigating Committee. When Congress authorized the investigation last month, turning over \$400,000 of the \$500,000 appropriation to President Roosevelt to spend as he pleases, it was generally predicted that it would turn into a "witch-hunt" in which Big Businessmen would be publicly flayed to rouse the hate and win the votes of the masses. Last week as the committee, composed of six Congressmen and six Administration officials, met to plan studies, preparatory to hearings starting in September, Chairman O'Mahoney promised that it would be no such thing. The investigation, he declared, will be a serious study, "objective, not punitive," of what is wrong with American business.



O'MAHONEY

Portrait of a Cosmic Ray. Rarest picture of the week, hailed by the Press as "historic," was obtained in a California Institute of Technology physics laboratory by Dr. Carl D. Anderson, 1936 Nobel Prize-winner. Mysterious cosmic rays can be studied best by passing them through a vapor-filled chamber, where they leave tracks of condensed-vapor droplets along their courses. While photographing this process, Drs. Anderson and Seth H. Neddermeyer by

pure chance caught a cosmic ray which, having lost most of its energy while passing through the chamber, sat for its portrait, i.e. came to rest within the camera's range. The cosmic ray enters the picture at top left as a faint white line, curves down to the center, passes through glass walls, emerges almost at a right angle as a thick white track which ends abruptly.



COSMIC RAY

Refugees. Delegates of 32 democracies gathered at Evian, France, July 5, proposing to do something for persecuted refugees from the non-democracies. A significant black list was the roster of nations not invited: Germany, Russia, Poland, Hungary, Rumania, Yugoslavia, Greece, Turkey, Spain, all hard on minorities. Italy was invited, did not accept. The Argentine delegate declared his country had always been glad to receive refugees. Deftly passing the buck to America, the nations banded together to elect as permanent president retired U. S. Steelman Myron Taylor. Keynoting he predicted catastrophic human suffering "if some governments are to continue to toss large sections of their populations lightly upon a distressed and unprepared world."



TAYLOR

Votes-for-Cash. The "liberal" press is forever accusing the "conservative" press of distorting, coloring and suppressing the news for its own purposes. In Washington last fortnight Deputy WPA Administrator Aubrey Williams told a group of Workers Alliance relievers that the New Deal would like to raise their pay, exhorted them: "We've got to stick together. We've got to keep our friends in power." Last week the pinko *New Republic* reported this major news event as follows. Complete text: "Enemies of the New Deal raised their customary storm because Aubrey Williams, associate of Harry Hopkins, made a speech in which he suggested that the unemployed are likely to vote for public officials opposed to starvation." On July 7 President David Lasser of the Workers Alliance, which claims 400,000 members and 2,000,000 votes, announced that his organization was jumping into the current political campaign "with both feet." It will support those candidates who advocate more relief pay.

Picture-of-the-Week. While President Roosevelt fished for votes, Vice President Garner, who sternly opposes the Party "purge" on which the President has embarked, pattered around his ranch at Uvalde, Tex., went fishing for fish in the Nueces River (see opposite page).

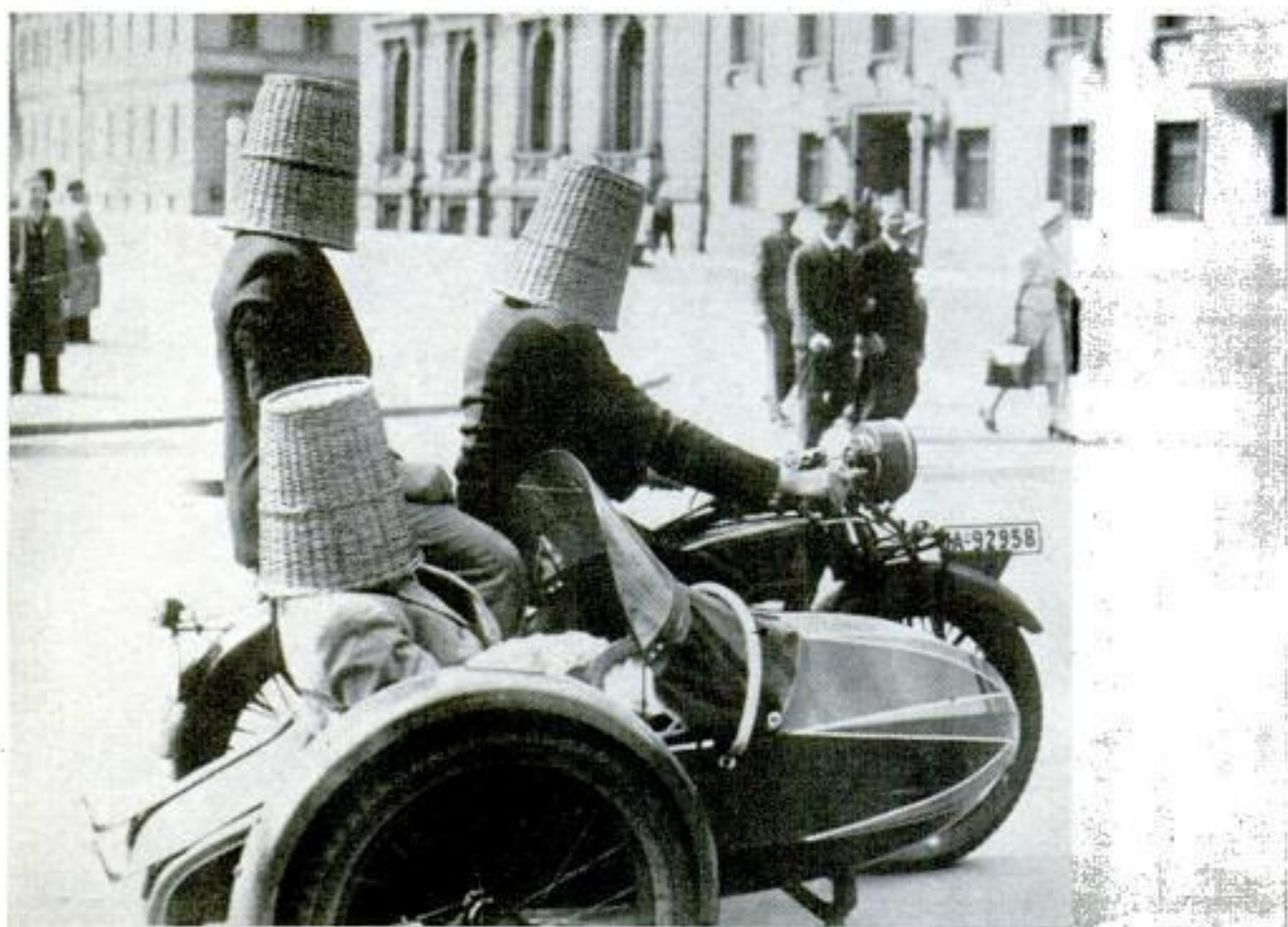


The Vice President fishes for fish

GERMAN SAFETY CAMPAIGN SPOOFS HEEDLESS DRIVERS, JAYWALKERS



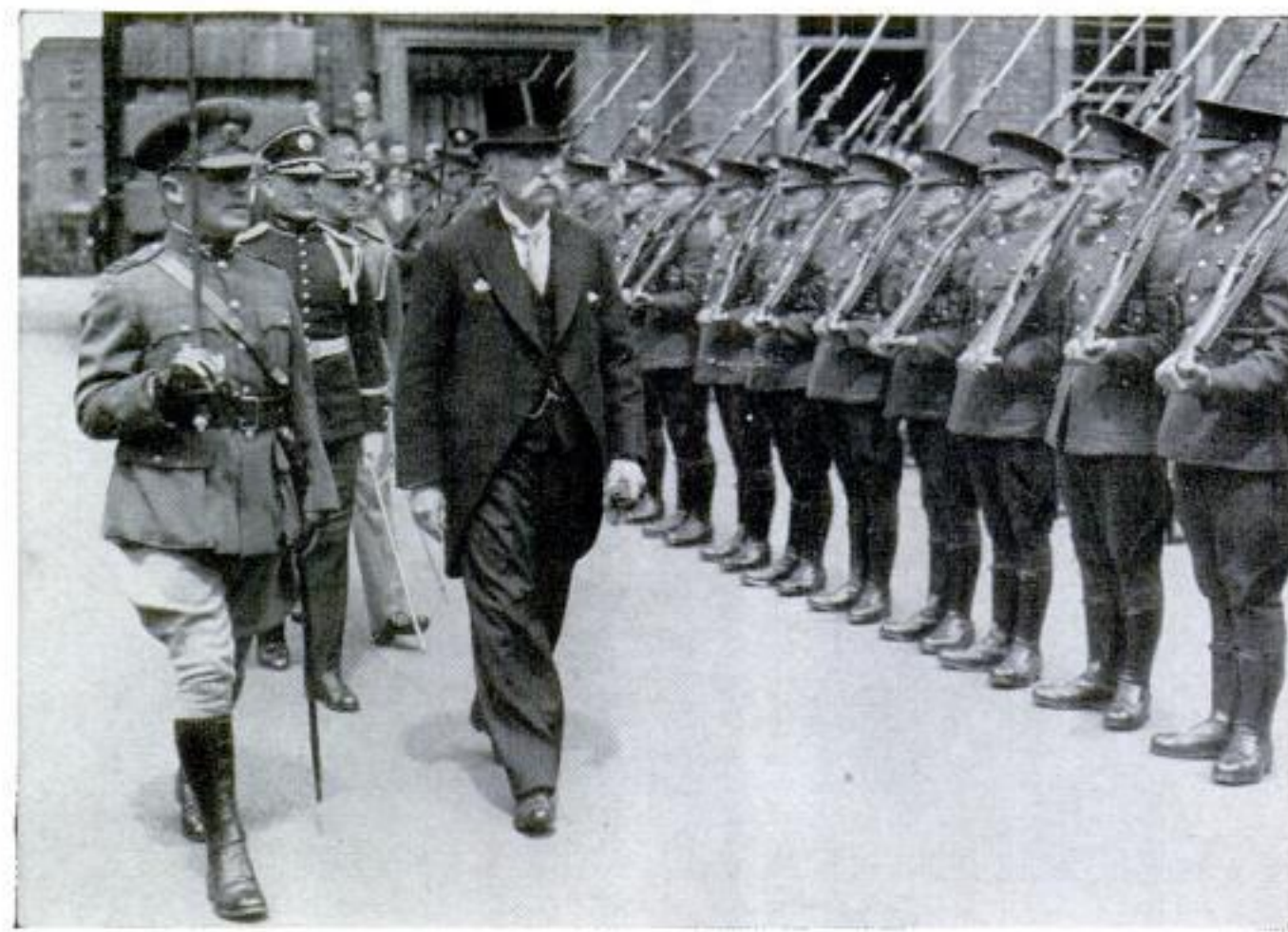
On June 25, gangs of men walked and drove through the streets of Berlin wearing wicket baskets over their heads. Huge signs (*above*) on street corners commanded "Eyes wide open while crossing the street." All this was part of Propaganda Minister Paul Joseph Goebbels' National Accident Prevention Week, designed to shame wool-gathering jaywalkers and drivers, and thereby lower Germany's dangerously increasing traffic death rate. Nazis are proud of their new roads. They are not proud of the fact that in 1935 the Reich had 42 traffic deaths per 10,000 automobiles. In the same year the U. S. traffic death rate was 13 per 10,000 cars.



A POET-SCHOLAR IS INAUGURATED AS THE FIRST PRESIDENT OF EIRE



In Dublin on June 25 a 78-year-old poet-playwright named Douglas Hyde was inaugurated as the first President of the state of Eire. Under the Constitution of Eire, approved by a plebiscite on July 1, 1937, a President was to be elected by direct vote for a period of seven years. Dr. Hyde, a Protestant in a Catholic country, was unopposed. At a brilliant ceremony in Dublin Castle he was hailed by Catholic Prime Minister Eamon De Valera (*above*) with the prediction that in time all Ireland—including the six northern counties—would "come under your sway." After the rites President Hyde inspected the Guard of Honor outside his new residence.



FRANCO'S PLANES BOMB BRITISH SHIPS DOCKED IN SPAIN'S PORTS



On June 24 the British freighter *Arlon*, out of Cardiff, was bombed by six Junkers planes of Generalissimo Franco's air fleet in Valencia harbor. She burst immediately into flames and was towed out of her port to the breakwater, where she burned to the waterline (*above*). Few days later two more British ships were bombed as they lay beside Valencia docks (*below*). These pictures did not encourage English shipping men to look with friendly eye on Franco's suggestion that their ships confine their trade to the proposed "immune" harbor of Almeria. They did spur new attacks on Prime Minister Chamberlain's policy of nonresistance.



SCIENTISTS SPEND MONTH IN CAVE TRYING 28-HOUR DAY, 6-DAY WEEK



The 24-hour day is a time unit imposed on man by the rotation of the earth. The 7-day week is an arbitrary but convenient institution denoting $1/52$ of the earth's annual trip around the sun. Recently two University of Chicago scientists began wondering if this astronomical schedule was best biologically for man. To answer this question Nathaniel Kleitman and Dr. Bruce Richardson (*above*) moved into Mammoth Cave, Ky., on June 4. There, far from the distractions of sun, sound or temperature, they made themselves at home (*below*), put themselves on a gloomy 28-hour day, 6-day week. They emerged on July 8 to prepare a report on their findings.





Governor Chandler 40, is trailing Senator Barkley 1-to-2 for the nomination, by latest Gallup Poll. He has vowed to shake hands with every voter in Kentucky (left) before the vote Aug. 6. Right: a Chandler campaign sign.

KENTUCKY WANTS
CHANDLER
for SENATOR



Three big grins rode in the President's car through Covington, Ky., and for once the famous Roosevelt grin was eclipsed by one even bigger. Contrary to schedule, "Happy" Chandler refused to be snubbed. This onetime newsboy, who got his start in politics by singing *Sonny Boy* instead

of making speeches, boarded the President's train at Cincinnati, plopped into the center seat reserved for Senator Barkley in the President's automobile (above), posed at the front of the speaker's stand, waved, grinned and otherwise stole the spotlight from the man intended to have it.

HEAD OF DEMOCRATIC PARTY TAKES THE STUMP IN KENTUCKY PRIMARY

"I want to make it definite and clear to you that I am not interested in any shape, manner or form in the primary campaign in Kentucky."

This astonishing statement was made with straight face by Franklin D. Roosevelt to a crowd of some 50,000 Kentuckians gathered at Latonia race-track outside Covington on July 8. He was starting off on a cross-country stump-speaking tour in behalf of pro-Roosevelt Democratic candidates for Congress and against those who have not supported him. He was speaking as "Head of the Democratic Party," according to his fireside chat June 24. But because he is also President of the United States, the Latonia crowd did not laugh. Well they and everyone else knew that Mr. Roosevelt's sole reason for coming to Kentucky, to make three scheduled speeches in a single afternoon, was to help his Majority Leader of the Senate, Alben W. Barkley, in a red-hot fight for Democratic renomination against Governor Albert B. ("Happy") Chandler. This Mr. Roosevelt proceeded to make clear by following up his disavowal of interest in the primary with high praise of Senator Barkley, concluding:

"I have no doubt that Governor Chandler would make a good Senator from Kentucky—but I think he would be the first to acknowledge that, as a very junior member of the Senate, it would take him many, many years to match the national knowledge, the experience and the acknowledged leadership in the affairs of our nation of that son of Kentucky of whom the whole nation is proud, Alben Barkley."

From Kentucky the Head of the Democratic Party rolled on to Oklahoma to say a word for Senator Elmer Thomas. After stops for other favorites, he was due to arrive in San Diego, put off in a warship for several days of fishing in the Galapagos, then back to the South and politics about Aug. 7.



ROOSEVELT WANTS
BARKLEY
RE-ELECTED U.S. SENATOR

Senator Barkley, 60, is inclined to stodginess in action and thought. But on the stump he becomes a nimble-witted, spine-tingling orator. Left: a Barkley campaign sign.



William Cleveland ("Cleve") Keeney (left, hands on hips) is foreman of a WPA quarry project in Pulaski County, Kentucky. Last month Scripps-Howard Reporter Thomas Stokes investigated charges that Kentucky WPA workers were being coerced to vote for Senator Barkley. Among

22 specific charges of coercion which he uncovered was one by a quarry worker who said Foreman Keeney had told him WPA workers must support Barkley or be fired. On June 30 WPA Administrator Harry Hopkins denied 20 of the charges, admitted two, including that against Keeney.

The State WPA Administrator, he said, had been instructed to "take the necessary punitive action." On July 8, day of the President's Kentucky visit, a LIFE cameraman found Mr. Keeney still on his job. Asked what "punitive action" had been taken against him, Mr. Keeney replied: "Nothin'."

PEOPLE

The cameras of the World Press
now put these people in the news

ENEMY OF THE WASHING MACHINE



William Sentner of St. Louis, organizer for the C.I.O.'s United Electrical, Radio and Machine Workers of America, was arrested in Newton, Iowa, July 6 on a charge of assembly for promoting criminal syndicalism. He is accused of urging strikers of the Maytag washing machine company to ignore anti-picketing injunctions.

DECENNIAL IN THE AIR



Ten ace pilots who fly for American Airlines, got their faces on a highly effective poster this month (see left). The ten are being honored by their company for rounding out a decade apiece of safe mail and passenger flying. *Left to right, top row:* C. F. Pedley, H. J. Rader, R. J. Rents, H. B. Russell; *center row:* J. W. Johannpeter, B. A. Carpenter, W. P. McFail, B. W. Robinson; *bottom row:* J. F. Westover, R. Fortner.

In the decade since 1928 these ten pilots have collectively spanned more than 12,000,000 miles of the North American continent, piled up more than 109,000 hours of flying time, conveyed countless planes and passengers safely through the skies. Six of them were trained in Army Air Schools; one attended the Navy School at San Diego; three were trained by private instructors or were self-taught. Their average age is 38½ years. All of them are married. Only four have children. All but one were born in the Middle West. All of them hold the rank of captain.

Blond, handsome Wellington McFail has known the most adventure. He started his career as a wing-walker with a barnstorming air circus. One day in 1933 he was flying a transport plane over Texas when the entire nose suddenly cracked and fell, carrying the engines with it. McFail managed to bring the fuselage safely to earth, was awarded a medal for "extraordinary achievement." No less known in the flying world is "Buzzy" Robinson who coined a phrase now used by commercial aviators from coast to coast. On a certain gray malignant afternoon several years ago, an airport superintendent asked him what he thought of the weather. Drawled "Buzzy" Robinson: "I hain't impressed."

THE PRINCESS AND THE PENGUINS



Princess Elizabeth, heir apparent to the British crown, visited the London zoo June 30, accompanied by her sister Princess Margaret Rose, six small girl friends and one small boy friend, Shaun Plunket (above), son of the late Lord and Lady Plunket. In the penguin pool Shaun seized a flapping wing while Princess Elizabeth gingerly skirted the wall, avoiding paddling penguins and puddles.

TATTOOED MARCHIONESS



Edith, Marchioness of Londonderry (center) made tongues wag when she admitted a news photograph showing tattoo marks on her legs was no fake. Said she: "I had it done 30 years ago." Pink and blue designs include a snake, a star, the Londonderry arms.

BLACK BEAUTY



Josephine Garel, 21-year-old Negro of Grand Rapids, won \$50 and glory on July 4 when judges gave her first prize in a bathing-beauty contest at the Great Lakes Country Club at Holly, Mich.

PICTURE MILLIONAIRE & BRIDE



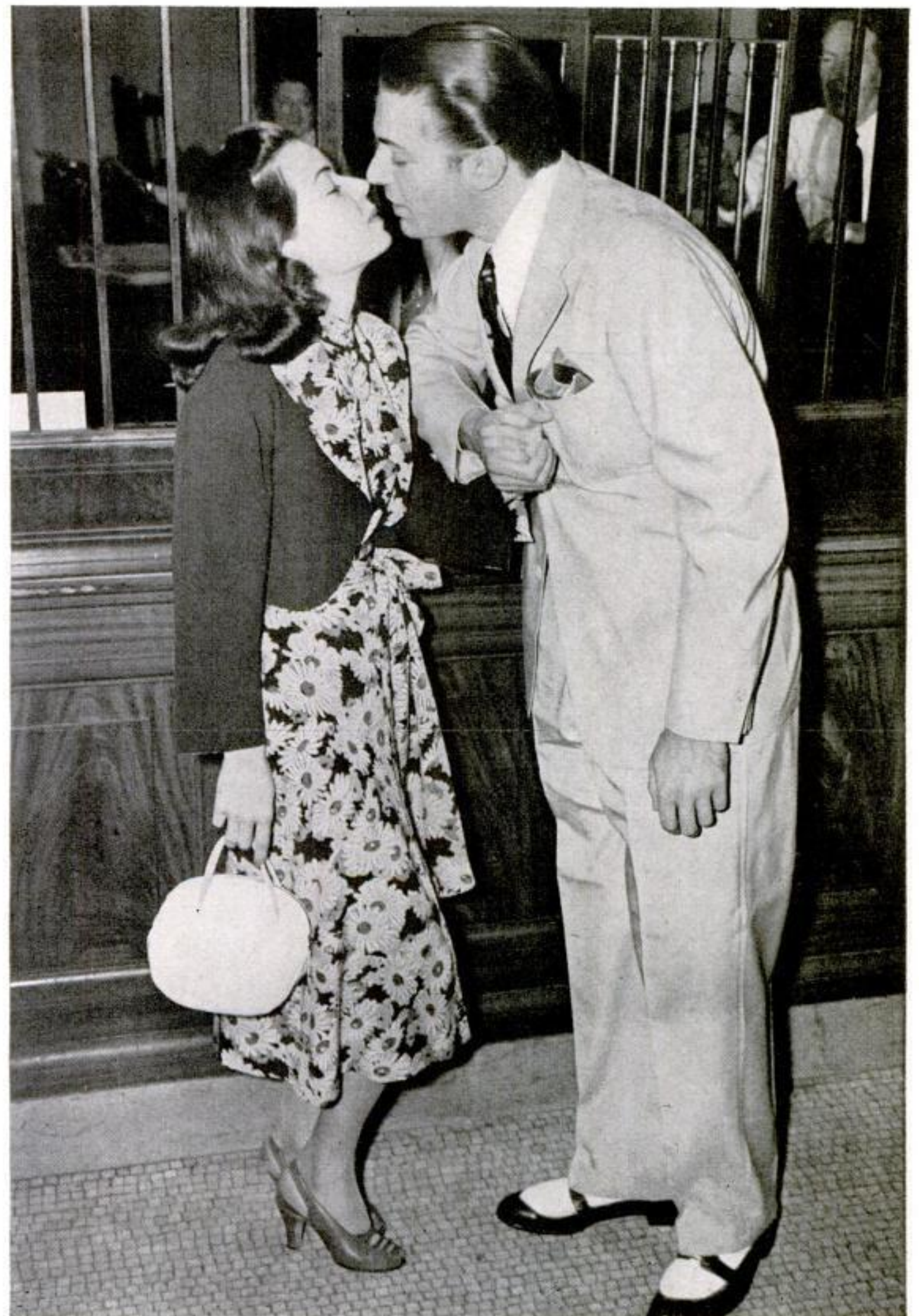
Joseph Medill Patterson, president of New York's tabloid *Daily News*, married Mary King, the editor of his paper's woman's page, on July 6, sailed at once for Europe aboard the *Queen Mary*. Mr. Patterson was divorced by his first wife a month ago.

PRETTY PICKETER



Marian Hepburn, 19-year-old sister of Actress Katherine Hepburn, picketed Washington's Hotel Harrington in behalf of waitresses July 3. Unlike her lean-jawed sister, plump Marian is less interested in the cinema than in industrial problems. A junior at Bennington College, Vt., she has been working for C.I.O.'s Federal employees' union.

HURRICANE'S HERO AND SINGING BRIDE



Jon Hall and Frances Langford of Hollywood were refused a marriage license in New York on July 7 because they had neglected to get a doctor's certificate attesting their freedom from communicable syphilis as required under a new State law. Married last month in Arizona, the hero of *The Hurricane* and his singing wife wanted to repeat the ceremony in New York.

BARBARA HUTTON HAUGWITZ-REVENTLOW HAS HUSBAND TROUBLE

Forty-five million American dollars, made of nickels and dimes, created the character of Barbara Hutton as directly as a hothouse makes a big orchid. Simple as that character is, her good looks, her slow smile (*see left and bottom*), her 45 million, her jewels, her clothes and her marriages have made the serial story of her life endlessly fascinating to half the world.

Another chapter in that story is now being written in London's grimy Bow Street Court. Trouble had developed between the American Woolworth heiress and her noble Danish husband, 42-year-old Count Court Haugwitz-Reventlow. According to the London story, he had brought the handsome, 26-year-old grandson of the Kaiser (*right*), a social catch, to his wife's Regent's Park home and the Countess, according to her husband, had seemed entirely too glad to see the German Prince. Haugwitz-Reventlow rushed off to Paris, allegedly threatened to kill himself and Barbara, to shoot "a gentleman in London" down "like a dog," to settle for Son Lance and \$5,000,000.

When Barbara brought criminal charges against him, he returned July 1 to face them. The Bow Street magistrate put off the case until July 13 to clear the docket of drunk-and-disorderly cases. The Countess supposedly had begun divorce proceedings in Copenhagen and reconciliation looked impossible.



Prince Frederick of Prussia, Kaiser's grandson, was rumored to be "gentleman in London" Babs's husband wants to "shoot like a dog."



The Press once pleased Barbara with its attentions. Now she is tired of it. To get long-distance pictures inside the guarded grounds of her Regent's Park home, Associated Pressman Leonard A. Puttnam set up this 48-in. focal-length camera ("Long Tom"), used by Wartime zeppelins.



Little Lance Haugwitz-Reventlow, Barbara's 2-year-old son, is snapped on grounds of Winfield House by the telescopic camera at left.





1 The money was made by Frank Winfield Woolworth, barefoot Watertown, N. Y., boy who had amazingly simple idea of 5-&-10c stores.



2 First successful store was at Lancaster, Pa., in 1879. At door is Frank Woolworth. Notice that he already has two store fronts.



3 Woolworth nickels and dimes mounted New York's great Woolworth tower in 1913. Today Woolworth's is a \$223,000,000 corporation.



4 Show place is the store on Fifth Avenue. A model stands in Museum of the City of New York.



5 Edna, second of three Woolworth daughters, married Franklyn Hutton, bore Barbara in 1912, posed in 1916, year before her death.



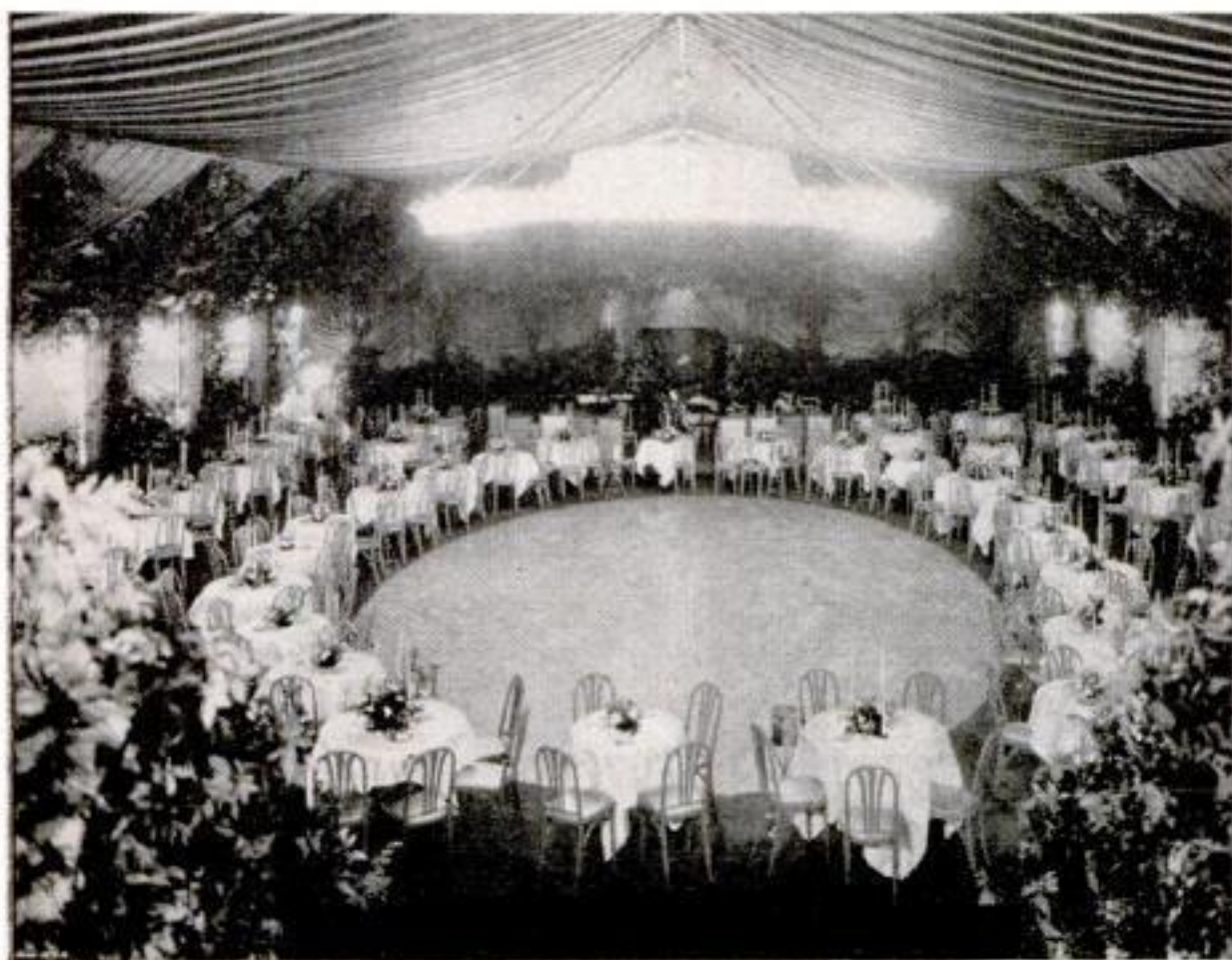
6 Barbara, a big, fat 4-year-old, played with her chow at Bar Harbor in 1916. After her mother's death, she moved with her father to California, attended Miss Shinn's school and later Farmington.



7 At 15 she had the poise of a young girl who has inherited \$20,000,000, the uncertain temper of a stepchild.



8 At 18, in 1930, she made debut in Manhattan.



9 Barbara's \$60,000 coming-out party was the sensation of 1930 New York season. The Ritz ballroom was papered with expensive simplicity in real birches, roses, poinsettias, eucalyptus, palms and electric stars.



10 Among her American boy friends were James Blakeley (above), Playboy Phil Plant.



11 At 20 she was "Spirit of Adventure" in Madison Square Garden charity carnival.



12 In 1932 she took a world cruise to flee Georgian Prince Alexis Mdivani. He followed, caught her.



13 Marriage to fortune-hunting Prince Alexis Mdivani took place in June 1933 in Paris registry office. Papa Hutton (right) said, "Alexis has worked real hard to marry my babykins." Alexis got \$2,876,382.



14 Religious ceremony followed in Paris' Russian Church. Notice Barbara's plumpness.



15 His work finished, Alexis played polo in England with his wife's gift ponies, trained her down.



16 Her 22nd birthday party in Paris in 1934 cost \$10,000.



17 Surprise guest at Princess' birthday party was the attentive Danish Count Haugwitz-Reventlow.



18 Fed up with Prince Alexis, Barbara gave him this 600-year-old Venetian palace (right), divorced him in 1935.



19 End of Alexis came in 1935 in this car-smash near Albona, Spain, going 80 m.p.h. Barbara, who married Haugwitz-Reventlow in Reno on rebound, wept.



20 Now the wife of a nobleman with good title and some money, she announced her pregnancy July 1935.



21 First picture of her son Lance.



22 Christening, June 1936, with mother, father, grandfather. His Caesarean birth nearly killed Barbara.



23 The London season of 1936 saw Barbara happy and successful. She laughs with Cabinet Minister Hore-Belisha, wears \$1,000,-000 ruby-and-diamond necklace. Court presentation was in 1931.



24 A home for Lance was mansion with second biggest private park in London. Name: Winfield House for F. Winfield Woolworth.



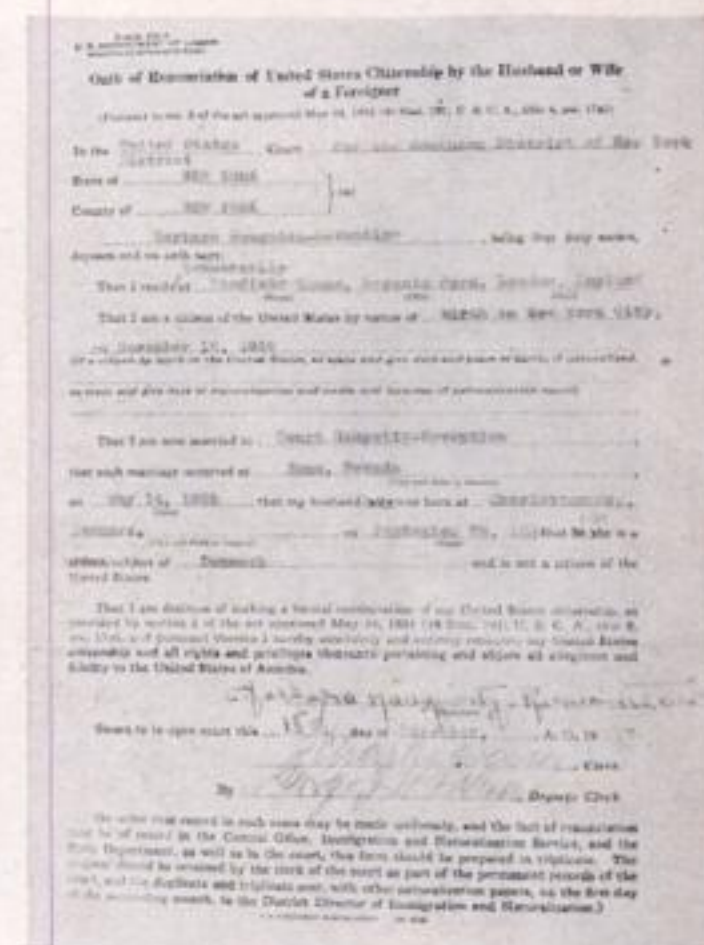
25 Barbara and Court met her rival for No. 1 U. S. émigrée, the Duchess of Windsor, and her Duke, on Lido in the summer of 1937. This was a social error.



26 Son Lance charmed still bigger game, the Crown Prince Umberto of Italy (right foreground), on Lido, August.



27 Completely sold on high life in Europe, Barbara landed alone in New York December 1937.



28 Her business was to sign this document, renouncing her U. S. citizenship, to save Lance inheritance taxes.



29 Promptly back in Switzerland for winter sport, she sleighed at St. Moritz with Duke of Manchester's daughter-in-law Mrs. Drogo Montagu.



30 On June 24 she rode out of Winfield House alone, locked in bitter legal fight with husband, who was in Paris.



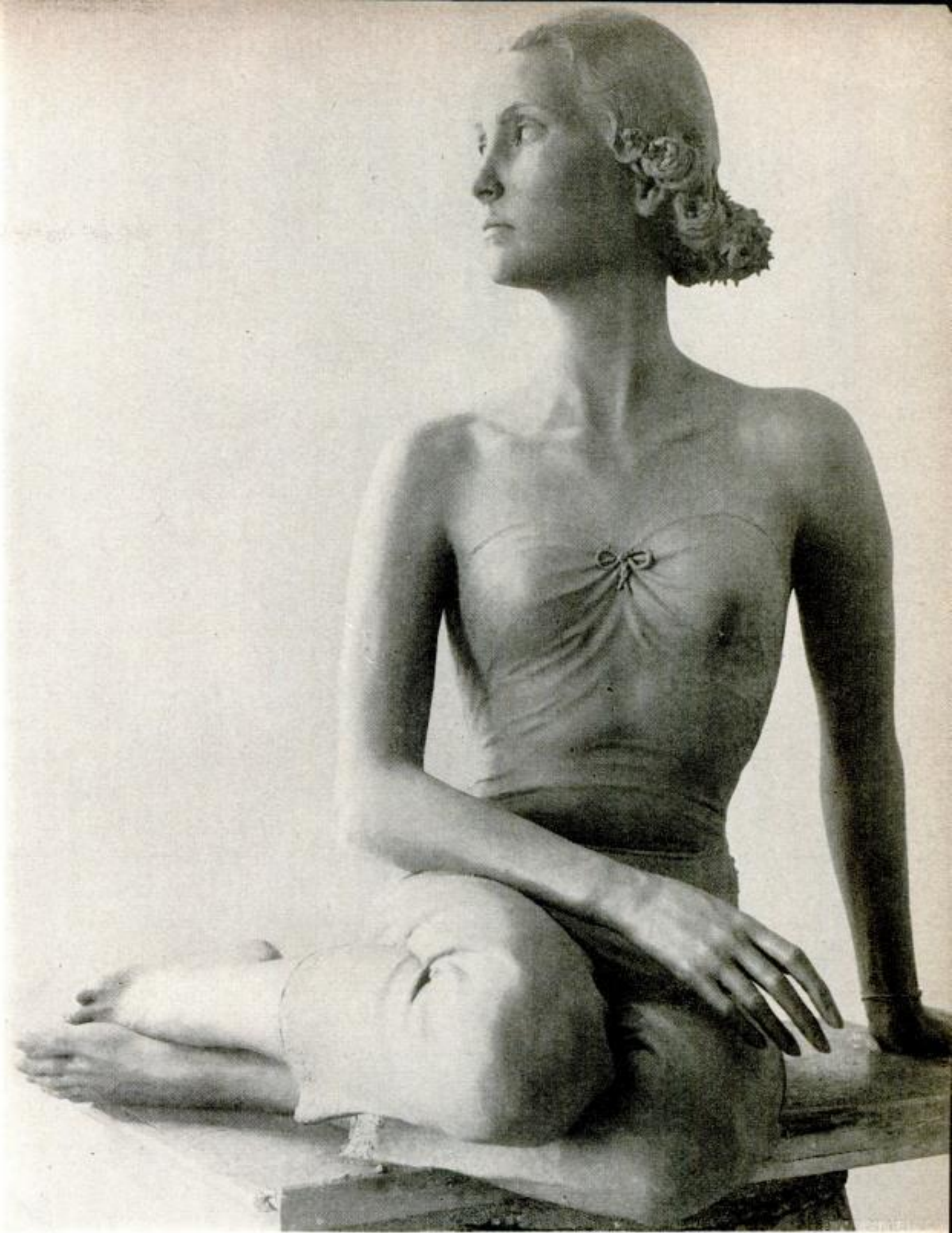
31 She made Lance a ward of the Lord High Chamberlain, to keep him from husband.



32 Her husband arrived in London from Paris July 1 to face arrest for threats he was charged with making against her.



Happy days on her yacht *Barbara* off the hot Italian Lido were only last August. Notice here Barbara's pale, svelte slimness, unnatural for her. The Count was stupefied by this soft life.



A good likeness of Barbara's face and figure without make-up was produced in this slick statue of her by young Italian Sculptor Antonio Berti. She is wearing beach pajamas.

Barbara Hutton is also an economic fact valuable to the New Deal



Woolworth salesgirls on sit-down strike in a Detroit store in March 1937 spread their mattresses between the aisles for a night's rest. They asked 10¢ an hour raise, got 3¢.



PEGLER

Barbara Hutton's life story has become a colossal fairy story with a strictly modern moral. To President Roosevelt's New Deal, the moral is profoundly useful. America gave this girl her great wealth. America gets scant good out of her money. The implied indictment of the capitalist system has probably won the New Deal more votes than Jim Farley.

When "Babs" adds to the plain American name of Hutton the outlandish syllables of Mdivani and Haugwitz-Reventlow, the betrayal of the U.S. becomes too plain for anybody to miss. When "Babs" renounces her American citizenship to save inheritance taxes, the contrast shines out harsh and ironic. Barbara has "robbed" the U.S. of \$45,000,000, though it is still invested in American securities.

Champion ironist of all abusers of "Babs" is Scripps-Howard Columnist Westbrook Pegler. Wrote he: "In a way it was none of the shopgirls' business whom Miss Babbie married, but in a sort of way it may be at that. Because even shopgirls have dreams of love on \$10 a week (right)... And furthermore, these shopgirls... had been contributing their mites toward the income of \$2,000,000 a year without which their own princess might never have aroused the love of her ideal."

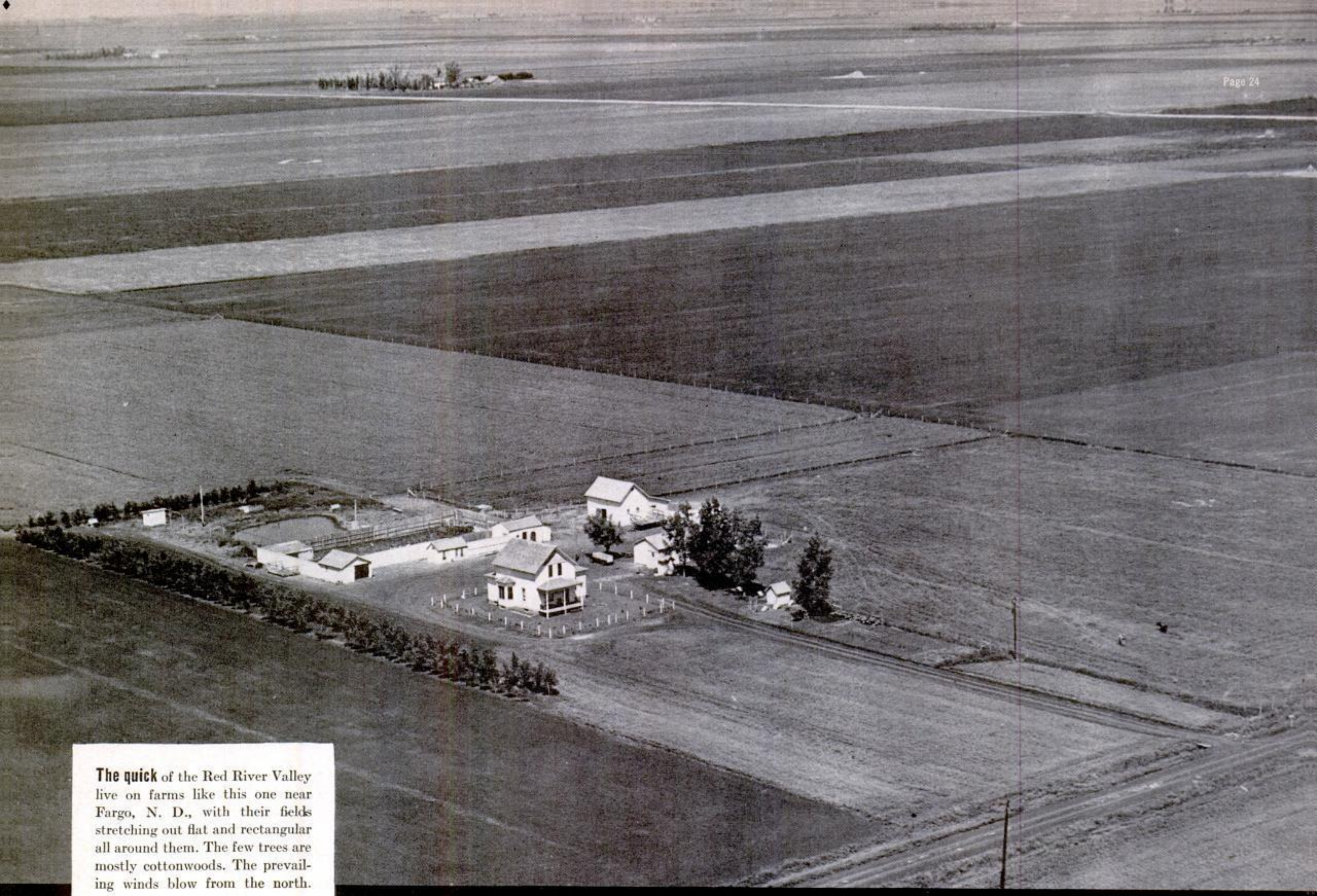
Such talk helped incite the big Woolworth strikes last year.



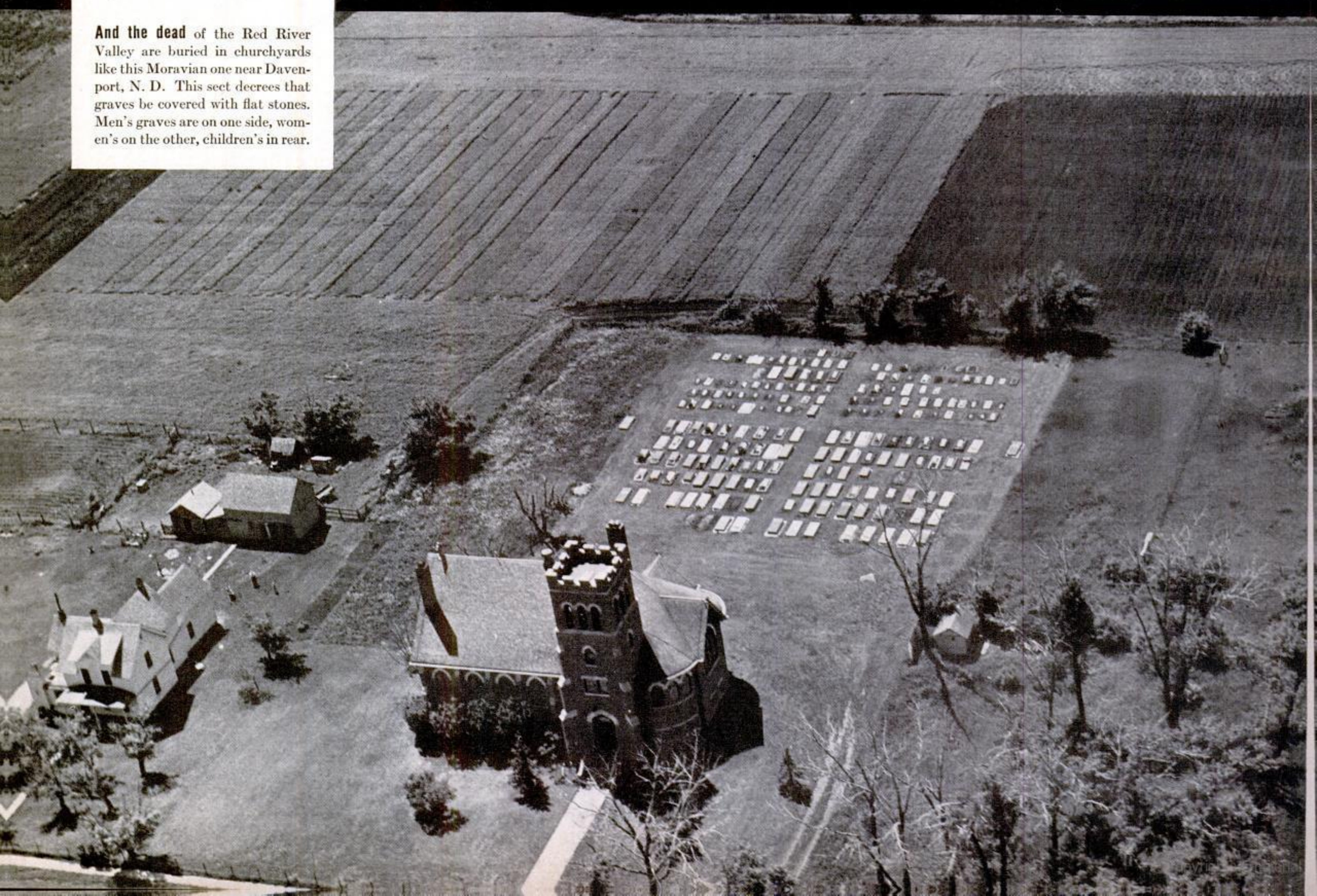
ROOSEVELT



Salesgirl's boy friend brings her a chocolate sundae, finds her in curl papers for the night. Satirists find a potent contrast between this youth and "Babs's" boy friends.

An aerial photograph showing a small farmstead with several white buildings, including a house and outbuildings, surrounded by a fence. The farm is situated in a vast, flat landscape of rectangular agricultural fields that stretch out to the horizon. A few scattered trees are visible near the farm buildings.

The quick of the Red River Valley live on farms like this one near Fargo, N. D., with their fields stretching out flat and rectangular all around them. The few trees are mostly cottonwoods. The prevailing winds blow from the north.

An aerial photograph of a churchyard. In the foreground, a large, dark, Gothic-style church with a prominent square tower is visible. To the right of the church, a large, rectangular area is filled with numerous small, light-colored rectangular stones, representing the graves. The churchyard is bordered by a low wall and surrounded by trees and fields.

And the dead of the Red River Valley are buried in churchyards like this Moravian one near Davenport, N. D. This sect decrees that graves be covered with flat stones. Men's graves are on one side, women's on the other, children's in rear.



ON THE LEFT OF THE WINDING, TREE-BORDERED RED RIVER OF THE NORTH IN PICTURE ABOVE LIES NORTH DAKOTA; ON THE RIGHT, MINNESOTA

CROPS LOOK BEST IN YEARS IN THE VALLEY OF RED RIVER OF THE NORTH

Bumper yield ripens there as America harvests its second biggest wheat crop

Sweeping northward like the blade of a giant scythe, the clattering knives of America's harvesting machines are this summer garnering the second greatest wheat crop in the nation's history—estimated to fall just short of 1915's billion-bushel record. Now the harvesters are busy in Kansas, and on the richest wheat lands of them all—the great black valley watered by the Red River of the North as it cuts a border between Minnesota and North Dakota—the crop of hard spring wheat is an ocean of rippling green. Under the July sun the thigh-high stalks will sprout chest-high, head out into flinty, protein-rich kernels, ripen into glistening gold. Late this month and early next will come the harvest.

Rising in the lake region of western Minnesota, not far from the Mississippi's headwaters, the Red is America's largest north-flowing stream, emptying into Lake Winnipeg after coursing on through Canada's Manitoba province. It takes its color from the reddish clay base of its valley. But the topsoil of this billiard-table-flat plain, 25 to 50 miles

wide and 300 miles long, is rich black loam of an Ice Age lake bottom.

In a capitalist world a bumper crop is by no means an unmixed blessing. Because the crops of the world's wheat-growing nations are expected to total 4,000,000,000 bushels, as compared to last year's 3,800,000,000 bushels, leaving a 450,000,000-bushel surplus to clog export markets, men in the Department of Agriculture are tearing their hair and wheat prices are running about 50¢ per bushel under

last year. Wheat is the Red River Valley's biggest cash crop, accounting for nearly one-third of its \$140,000,000 farm income in 1937. But the Red River men have learned to diversify, they also have potatoes and sugar beets, beef and dairy cattle, bees and poultry, hogs and sheep to sell.

"It's hard to be anything but a booster of the Red River Valley this time of year," says Wallace W. Kirkland, who took these pictures for LIFE. "The crops look like the best in years and since prices aren't definitely set, they may go up. Everywhere I went I found optimism."



PICKING WILD MUSTARD FROM LUSH YOUNG WHEAT

CONTINUED ON NEXT PAGE





Quarter section of sugar beets

The vast flatness of the Red River plain and the size of its farms are evident in this picture of a quarter section (160 acres) of sugar beets being cultivated by Paul Smith near Casselton, N. D. This crop will be harvested by machinery in September. It will gross Farmer Smith at least \$8,000, net about \$3,200. In 1920 sugar beets were unknown in the valley. Today there are 25,000 acres of sugar beets.

CONTINUED ON NEXT PAGE



HAY IS HOISTED INTO A LOFT NEAR FARGO. THE RED RIVER VALLEY'S 1938 CROP IS 1,200,000 TONS, MOSTLY TO BE FED TO ITS 1,100,000 HEAD OF LIVESTOCK



FARMER KJESBO TURNS ALFALFA BESIDE THE RED RIVER NEAR FARGO



THIS MACHINE IS STACKING ALFALFA IN A RED RIVER FIELD

AMERICAN TRUCKING ASSOCIATIONS
HONOR

"WORLD'S *Safest* TRUCK DRIVER" AND "NATION'S *Best* TRUCK DRIVER"



Hats off to ALLEN B. HILL, who has 1,400,000 miles of accident-free driving to his credit. Thirty years ago Allen Hill drove his first International Truck. Today he pilots a big International for the Crocker Transfer & Storage Co. of Corpus Christi, Tex. Though he has driven other trucks in between, while rolling up a mileage equal to 56 times around the earth, the major part of his magnificent career at the wheel has been achieved with Internationals.

The title, "World's Safest Truck Driver," awarded to Mr. Hill by the American Trucking Associations at last winter's convention, climaxed the 1937 safety-promotion work of the nation's trucking industry.

Do off the hats again to WILLIAM J. FREDERICK who topped the other experts in a demonstration of skill in putting a truck and trailer through a set of difficult maneuvers, winning the title, "Nation's Best Truck Driver."

In this competition Mr. Frederick and the winners of second, third, and fourth places drove International Trucks with 24-ft. semi-trailers at the convention. Frederick is an operator for the Kentucky Transport Corp. fleet, Louisville, Ky. He has been driving trucks for thirteen years without accident.

Manpower is the heart of the coordinated network of highway transport. There is no finer group of men to be found than the army of drivers who pilot the nation's trucks.

These two—Allen Hill and Bill Frederick—find the spotlight on them suddenly, but during the years that built their records they have been just like hundreds of thousands of others—keen and capable men doing a man's job day by day and doing it well. All of them together are custodians of a safe-sane driving standard that would do wonders for the nation if it could only be lived up to by the public.

Hill and Frederick, like so many other star drivers, do their stuff with International Trucks. Although there are forty manufacturers in the field, *International Harvester* sells one out of every three heavy-duty trucks, 2-ton and up.

International Truck sizes range from ½-ton up to powerful 6-wheelers. Sold and serviced through International dealers and Company-owned branches throughout the land.

INTERNATIONAL HARVESTER COMPANY

180 North Michigan Avenue

(INCORPORATED)

Chicago, Illinois

Driving your car is child's play compared with handling these big truck-and-trailer combinations. Illustration shows the International 3 to 4-ton Model D-50 with semi-trailer of special design.



INTERNATIONAL TRUCKS

Copyrighted material

The story of the 3 wise corks



CHAMPAGNE CORK:

"In sunny France I'm labelled Sec—
That means *no sweetness*—not a speck!"



SHERRY CORK:

"I face the world with great bravado,
For I am *dry* Amontillado!"



PAUL JONES CORK:

"A mellow, robust whiskey, I—
And proud to state: I, too, am *DRY*!"

What do we mean—A DRY WHISKEY?

DRY means simply: *not sweet*.

It is a quality that has always distinguished the finest champagne and sherry. And it is a quality that has made Paul Jones Whiskey such a prime favorite with men who know liquor.

To find out what a difference DRYNESS can make in a highball or cocktail, try Paul Jones. You'll find it hearty, rich, full-bodied—yet with-

out a tinge of sweetness. And we think you'll find, too, that *that's* exactly the kind of whiskey you've been looking for!

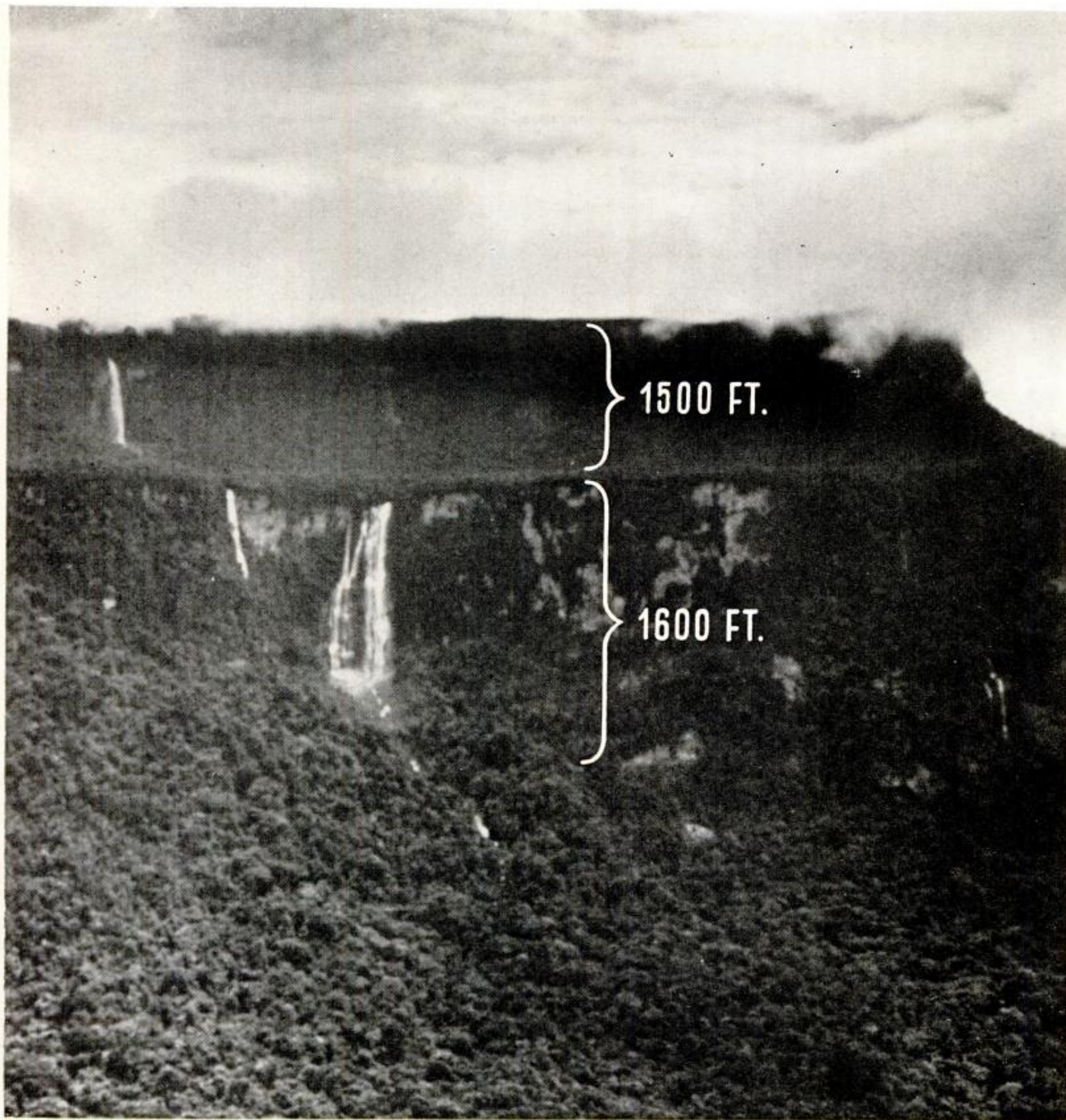
Paul Jones

A GENTLEMAN'S WHISKEY SINCE 1865

A blend of straight whiskies
100% *straight* whiskies—90 proof

Frankfort Distilleries, Incorporated, Louisville & Baltimore





WORLD'S HIGHEST WATERFALLS FOUND IN BRITISH GUIANA

U. S. scientist finds double drop 3,000 ft. high



DR. PAUL A. ZAHL

Geographically British Guiana in South America is like the marble steps leading up to the Supreme Court building in Washington, D.C. The seaboard is flat and mostly under high-water level. Then come the savannas and a step above them treeless, grass-covered tablelands which stretch inland to the mountains. These mountains rise in broad plateaus and terraces, each step being separated by precipitous sandstone scarps. They are covered with impenetrable jungle growth, laced by fast-flowing rivers and usually hidden by thick clouds which, rolling up from the Atlantic Ocean, are stopped by their high walls. Explorers knew the region for its tremendous cataracts, rated one of these, the 2,000-ft. high Kukenam, as the loftiest in the world.

On May 10, Dr. Paul Arthur Zahl (*inset*), a research

associate of the Haskins Laboratory, Schenectady, N.Y., who was studying the tropical fauna of Guiana, and Art Williams, former U. S. Army pilot, flew 150 miles inland to see some of these tremendous falls. While they were flying along an escarpment the clouds that had covered the mountainside suddenly lifted. Revealed cascading down from the top of the mountain plateau in two steps were the milky-white falls shown in the picture above. The plane was then at 2,200 ft., on a level with the ledge which separated the two successive drops. The explorers climbed to the level of the upper brink of the river, saw the altimeter register 3,700 ft. At the base of the cataract the altimeter read 600 ft. Hence these falls total over 3,000 ft. and are by far the highest known cataracts in the world.

A half hour after this picture was taken the clouds closed in on the falls, and it may be months or years before any other explorer has the luck to get a glimpse of this tremendous cascade. No other falls drop more than 2,000 ft. Highest in the U. S. are the two drops of the Yosemite in California which add up to only 1,620 ft.



Lovely beaches—and bathers!



Rich valleys and fertile farms



Grand golf



Ride the trails



Water sports



What's *your* idea of the perfect vacation? Mountains, lakes, deep woods, fine fishing? 30,000 miles of matchless scenic highway to roam over? Fine old historic shrines to visit? • All these are Pennsylvania's—and *yours*, if you'll come! Be our guest this summer; *plan your trip now.*



The famed Motor Police—your guide in Penna.



GEORGE H. EARLE
GOVERNOR OF THE STATE
OF PENNSYLVANIA

PENNA. STATE PUBLICITY COMMISSION
HARRISBURG, PA.
ROY E. BROWN MILLER, CHAIRMAN



UNDERTHINGS FOR THE STRAPLESS VOGUE

New invention solves the uplift problem



To fashion historians in the future, 1938 will be remembered as the year when an ingenious new undergarment enabled women of assorted ages and shapes to look like slim-waisted, high-bosomed, bare-shouldered shepherdesses in strapless evening gowns. The new undergarment, shown on these pages and on the cover, is a boned corselet extending from under the armpits to the waist. In shape it resembles an old-fashioned corset (*see left*) cut off at the waist, but in material it is more like the lace or embroidered cotton camisole which was the corset cover of the early 20th Century.

Like most successful inventions, this one was inspired by a real need. Last winter a few daring, full-bosomed young women made fashion news by wearing sleeveless, strapless evening gowns. *LIFE*, in its issue of Jan. 24, reported the fashion, revealed the engineering trick of using bone and elastic which made the dresses stay up without visible means of support.

Thus encouraged, the ladies of the nation who fancy themselves as style leaders adopted the vogue. By April, strapless dresses accounted for about one-third of all formal gowns sold. Their sale, however, was still limited to women with well-turned *poitrines*. The problem of making an effective bust-uplifter without shoulder straps was still unsolved.

For the new dresses, the old tricks of anchoring a brassiere with adhesive tape or pinning it to the dress wouldn't work. The strapless bandeau type was useless because it flattened the bust contour. In May, the H. & W. Co. introduced its boned, tight-waisted, corselet-type brassiere, sold 18,000 in the first ten weeks.

With other brassiere manufacturers planning to come to the aid of the bosoms of the nation, the strapless evening gown now promises to become an evening uniform. Although other periods have seen off-shoulder dresses and low-cut square *décolletages*, the absolutely strapless, sleeveless evening gown is a 1937-38 invention.



Underwear for a lady, 1938, is this strapless white lace corselet and long nainsook petticoat with old-fashioned eyelet embroidery. Over it goes the white tulle evening dress shown below. A scarf fastened at wrists covers the shoulders.



Black corselet (*opposite*) molds the figure under this black tulle dress. Strapless dresses are available in all sizes and prices. These sell for \$25 at Franklin Simon's, New York.



Action

Steve Bradley, Dartmouth College junior, expert camera fan, whose hobby is action ski shots, got this picture that comes only once in a thousand times when he snapped his college mate, Dick Durrance, in this daring turn, executed at tremendous speed, during a practice spin in New Zealand in 1937. Durrance is rated by sports writers as one of America's best downhill and slalom racers. *Made on Eastman Film.*



Amateur

One of the most beautiful pictures ever entered in an amateur contest—this photograph of a shepherd and his flock, made by N. Watanabe, of Los Angeles, California, won first prize in its class in a National Photographic Competition. The photograph proves that a man can be a poet as well as a realist with a camera. *Made on Eastman Film.*



Commercial

This distinguished photograph of a beautiful hand holding a diamond and coral clip was made by staff photographer Lusha Nelson, of the Condé Nast Publications, to show Christmas jewelry in *Vogue Magazine*. Helen Ressler, whose hands are famous among photographers for their grace and flawless perfection of line, did the posing. The picture is an outstanding example of individual "style" in photography. (Copyright by the Condé Nast Publications.) Made on Eastman Film.



Pictorial

Cameraman Smith (F.R.P.S.) and pilot, of Fairchild Aerial Surveys, on their way home from a long-distance flight, ran into fog conditions at all the airports around New York City and had to fly around, waiting for the weather to clear. This photograph—probably unequaled among all the thousands of photographs that have been taken of New York City—was the result of the delay. It has appeared many times in newspapers and magazines all over the country. (Copyrighted in 1931 by the Fairchild Aerial Surveys, Inc.) Made on Eastman Film.

The great pictures are made on EASTMAN FILM

There is an Eastman Film for every picture-taking need. Use Eastman Film always. It pays . . . Roll-Film Users: Accept nothing but the film in the familiar yellow box — Kodak Film — which only Eastman makes . . . Eastman Kodak Company, Rochester, N. Y.

LIFE



...ON THE AIR!

NANCY KELLY

EVERY FRIDAY at 9:30 (E.D.S.T.)

LIFE brings you The March of Time in a new series on the air every Friday at 9:30 PM (E.D.S.T.)—and in this series of columns, LIFE takes you behind the radio scenes to tell you about the people who make The March of Time, and how they do it.

NANCY KELLY GROWS UP

Eleven Years Old and Irish, pert and pretty, was the little girl auditioned by The March of Time one day six years ago. She had a soft, appealing, whimsical voice, a sensitive dramatic instinct, was given her first March of Time part as Alice in Wonderland. Then, when several boy-actors tried and failed to give an accurate simulation of the voice of Freddie Bartholomew, she tried and succeeded. Almost before she outgrew her pigtails, she became a March of Time "regular." She had naturally a fresh young maturity of voice, and during her three years with The March of Time she became a versatile and able actress. Some of her well-remembered impersonations were Jean Harlow, Princess Juliana of The Netherlands, Hepzibah Menuhin, King George VI as a child, and Jugoslavia's boy-King Peter. . . . Her name—Nancy Kelly.

Broadway and Hollywood Scouts last year began coming to the studio to watch the little girl who now had beauty as well as voice. Last winter, at 16, in her first Broadway appearance, Nancy Kelly scored triumphantly in the second lead (Blossom) with Gertrude Lawrence in Rachel Crothers' "Susan and God." And throughout the winter Nancy Kelly continued to take frequent parts in the March of Time broadcasts—in costume and makeup, ready to rush back immediately afterward to make her appearance onstage at the theatre. Then this spring—just after her seventeenth birthday—Nancy Kelly was called to Hollywood to take the leading role in a new 20th Century-Fox picture.

Nancy Kelly this week wired: "Hollywood great fun. The experience I gained while playing different parts on The March of Time has been a great help to me out here, and I hope I am as successful in my first picture, 'Wooden Anchors', as I was on The March of Time." The 75 members of The March of Time staff—actors, editors, directors, researchers, musicians, technicians—wish Nancy Kelly all success, with continuing recollection of how well the March of Time tradition of co-operation, anonymity, and pride in hard work was always upheld by the little girl who grew up with The March of Time.

Every Friday at 9:30 PM (E.D.S.T.) the Editors of LIFE present The March of Time on the air—a new series of broadcasts, at a new hour on Fridays, over a new and extended N.B.C. network. Your daily newspaper will tell you what station broadcasts the new series of The March of Time in your community.

LIFE ON THE AIR • THE MARCH OF TIME

MEN NOW BATHE WITHOUT TOPS ON MANY

In Europe and on the West Coast topless bathing for men has long been no novelty on public as well as private beaches. But in the more inhibited East a male costume consisting solely of trunks was, until just recently, cause for arrest

on almost all public beaches and raised eyebrows on many a private one.

At Atlantic City topless bathing suits are still forbidden, and only this year has Long Island's ultrademocratic Long Beach allowed men to air



TRUNKS DO LITTLE FOR FAULTY POSTURE



NEWSPAPER IS NO SUBSTITUTE FOR TOP



TOPLESS PAIR GOES FOR A STROLL



WHITE LASTEX TRUNKS ARE UNCOMMON



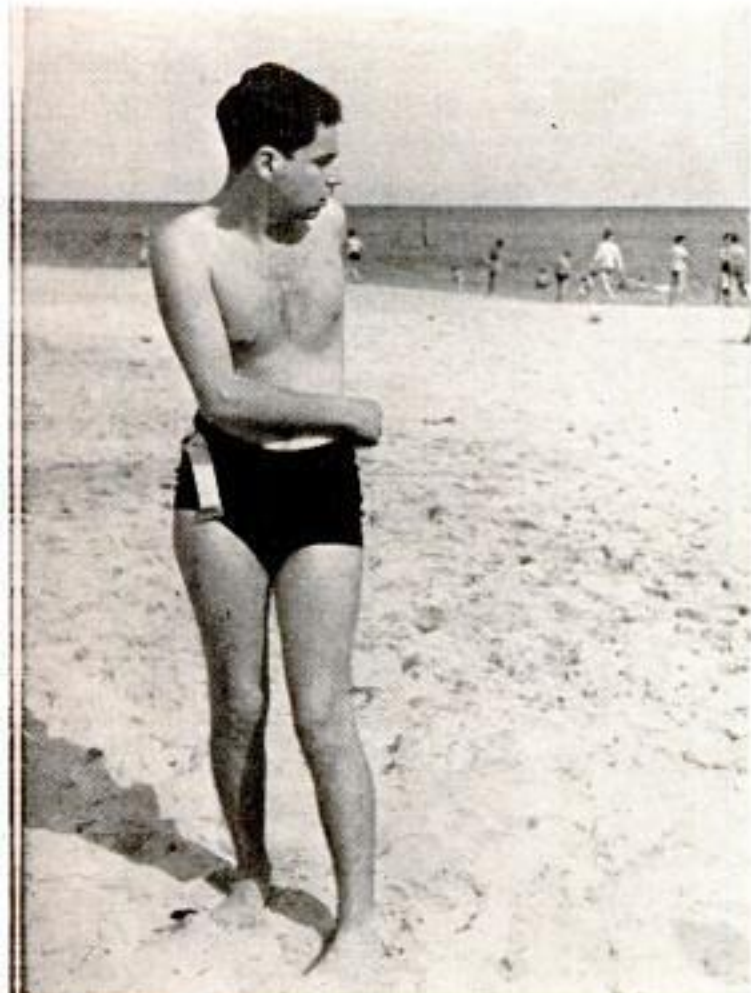
HAIRY CHESTS ARE BECOMING PUBLIC



BARE BODY, COVERED NOSE

PUBLIC BEACHES

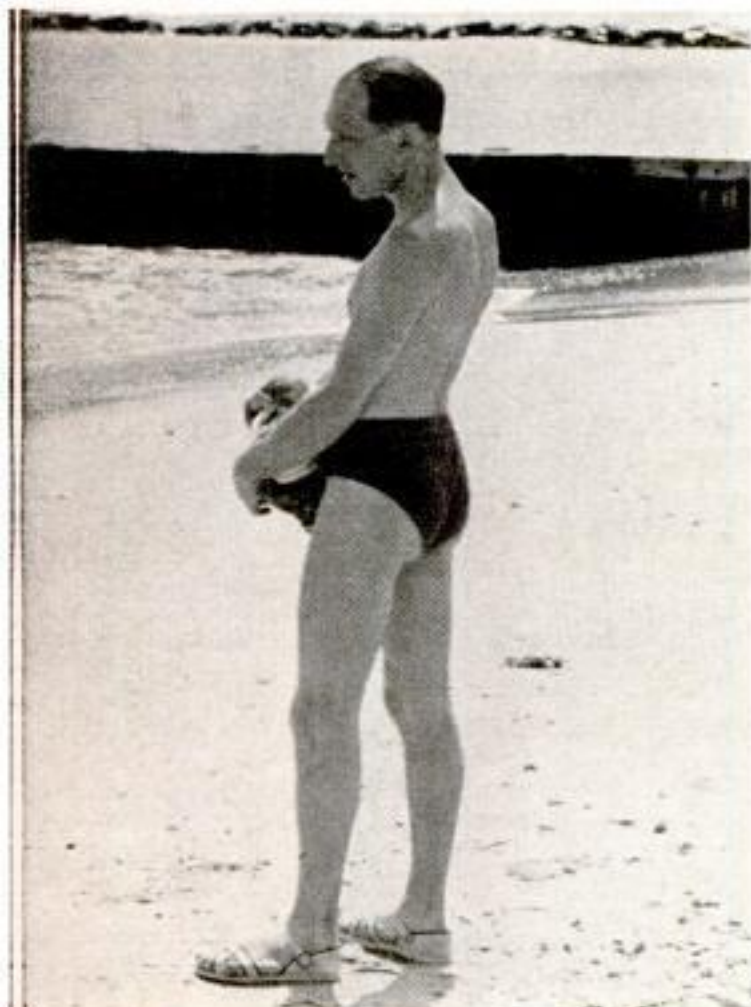
their backs and chests. This trend which originated on the French Riviera has seriously distressed manufacturers who claim there is little field for originality of design in trunks. For proof of their contention, see Long Beach pictures below.



TRUNKS SHOULD BE PRIVATELY FIXED



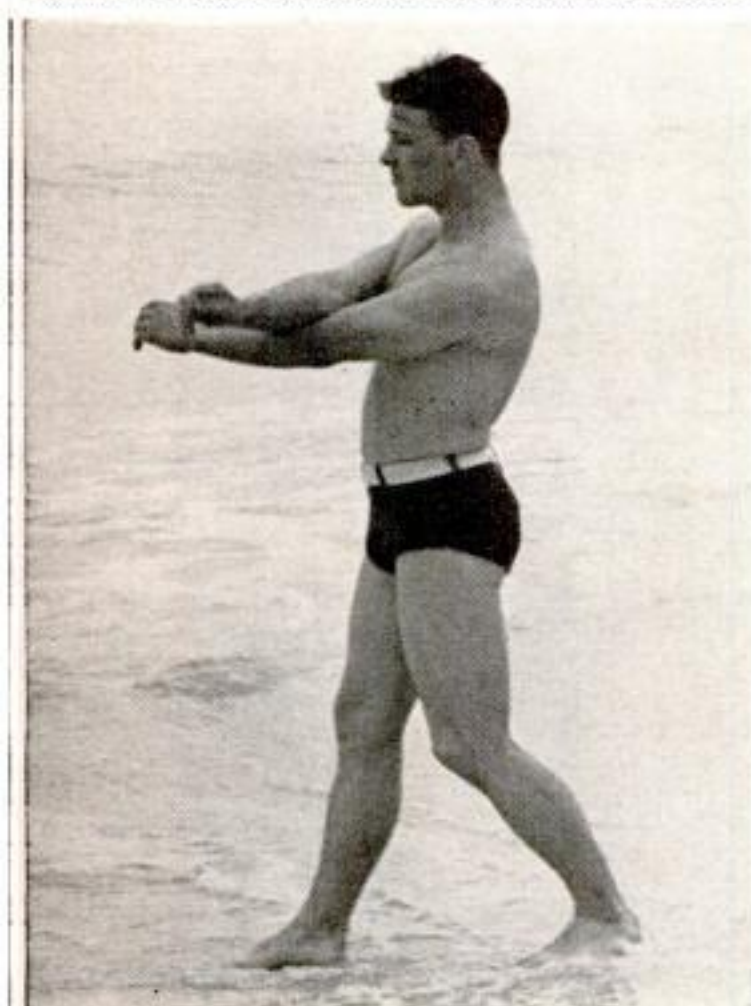
CAP EMBELLISHES THIS TOPLESS SUIT



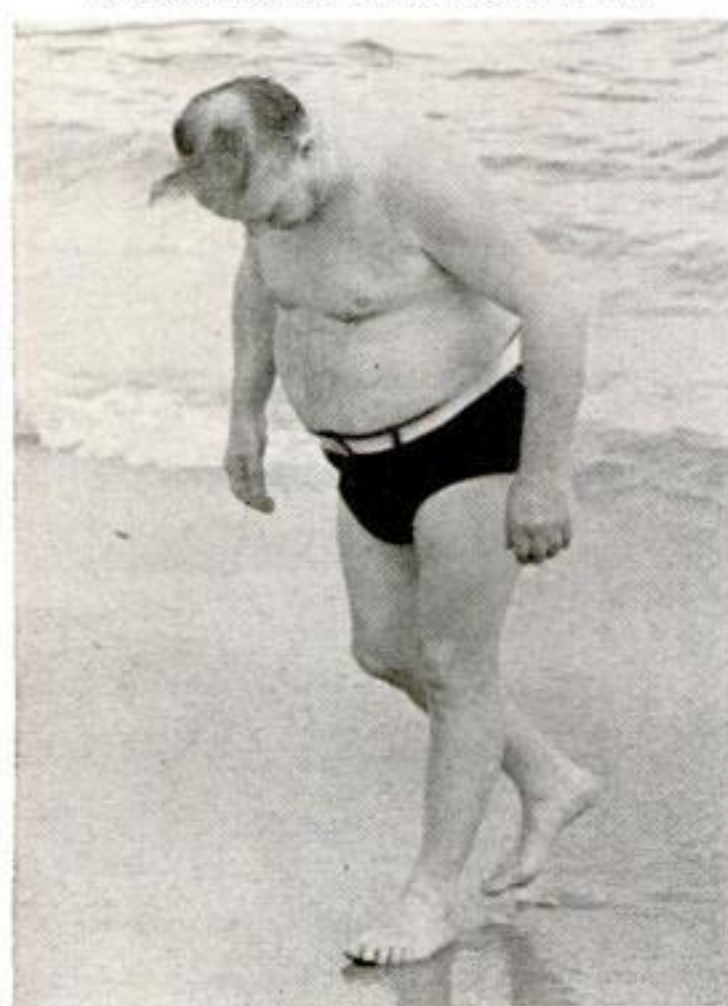
SCANTY TRUNKS ARE COMMONER ABROAD



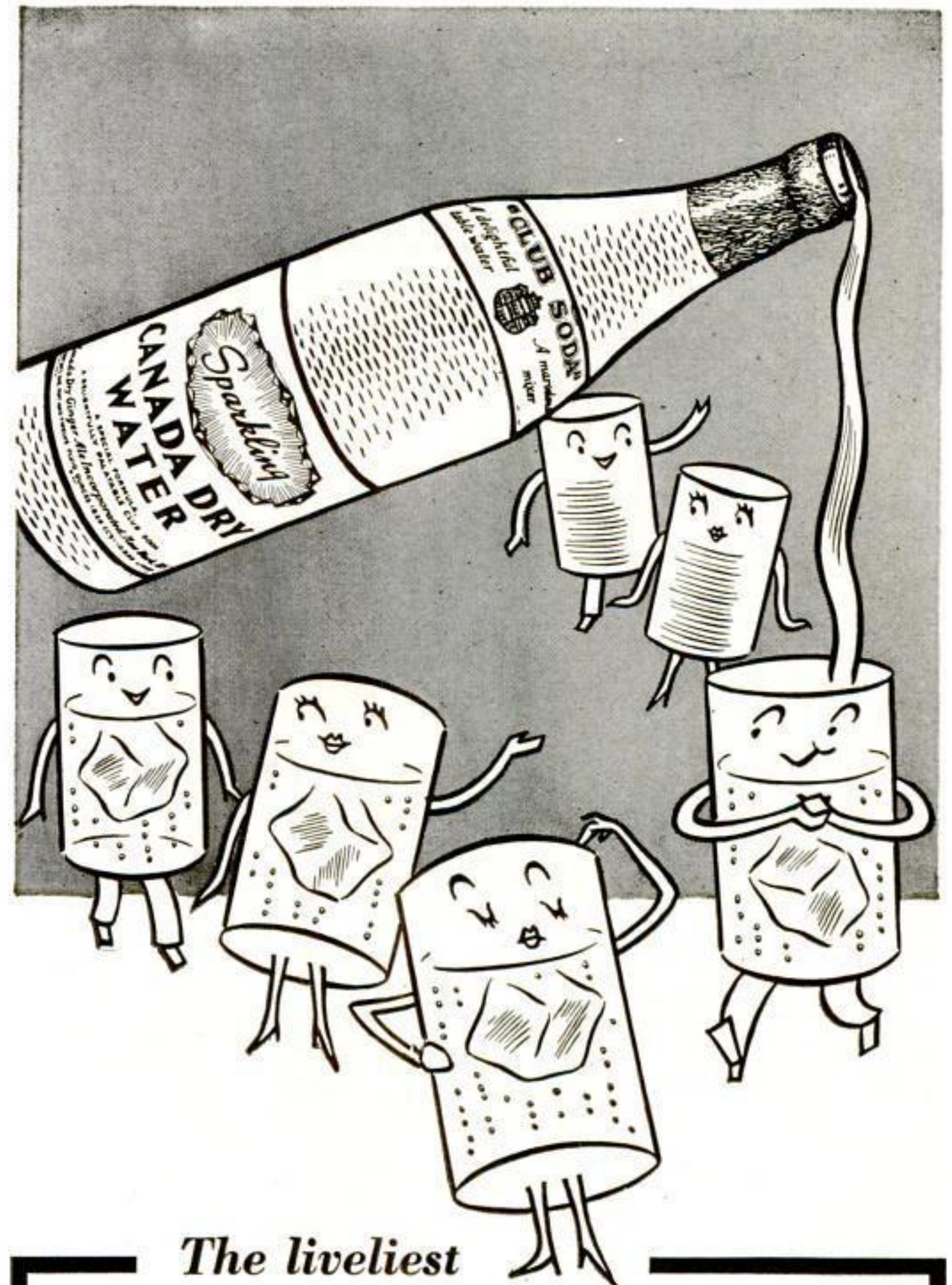
TRUNKS SHOULD BE WORN HIGH



ATHLETIC TYPE WEARS TRUNKS SMARTLY



BACK FROM A COOL AND TOPLESS SWIM



*The liveliest
"coming-out"
party you
ever witnessed*

CANADA DRY WATER comes out sparkling fresh and tastes sparkling fresh to the last sip of a long, tall drink. This tangy club soda is so lively, you can leave an opened bottle in a refrigerator. Twenty-four hours later it will still be alive with that "Champagne" Sparkle. This extraordinary zest is the result of Canada Dry's own process, PIN-POINT CARBONATION.

WHENEVER YOU SEE THIS EMBLEM
IN HOTELS, CLUBS OR RESTAURANTS
IT'S THE SIGN OF A BETTER DRINK



Sparkling
**CANADA DRY
WATER**

A PERFECT CLUB SODA

*The Water with the
"Champagne" Sparkle*

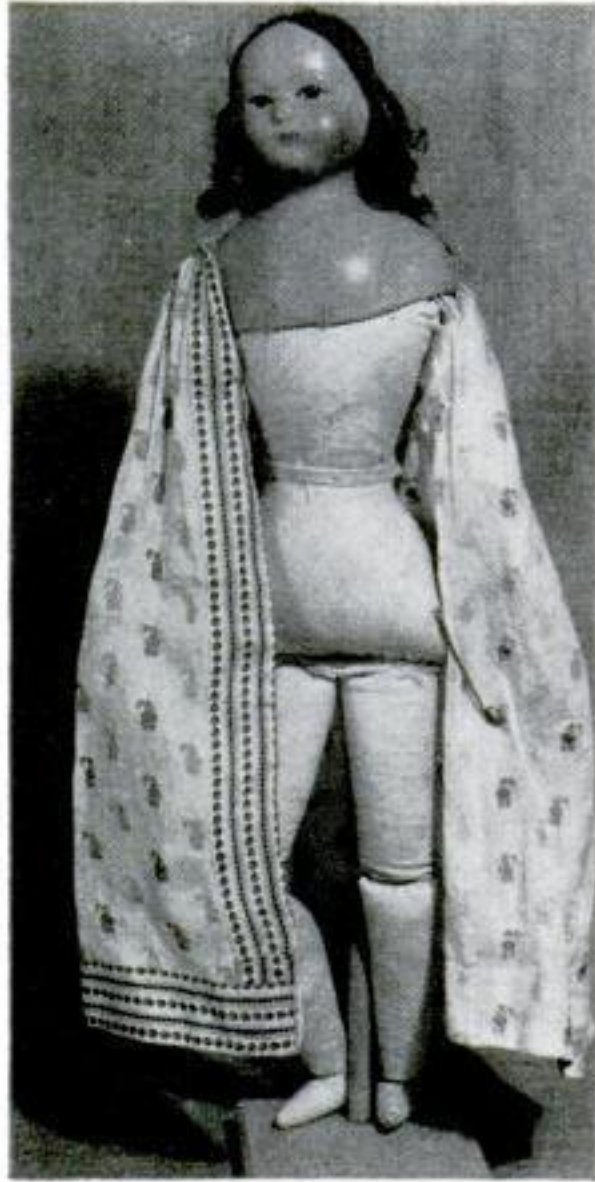
AT NEW LOW PRICES

1800



Rag dolls were homemade. This one crossed the U. S. in a covered wagon.

1825



Wax dolls made in England, were first ones to have open and shut eyes.

1830



Papier-mâché dolls were first patented in U. S. by Ludwig Greiner.

1840



Parian-headed dolls had the most beautiful faces and exact hairdress.

1850



Rubber dolls today are much like the earlier ones as they still crack.

1860



Human hair set in one strand at a time, was used on early wax heads.

DOLLS

Amateur collectors hold first national show



WOODEN DOLL—1750

To Spear & Co.'s auditorium on New York's West 34th Street, thousands of zealous doll fanciers are now trekking to see the First National Doll Show ever held in the U. S. This exhibit, which includes many of the dolls shown on these pages, is being put on by the National Doll & Toy Collectors Club, organized in 1937 by Mrs. Mary E. Lewis of Brooklyn. Although doll collecting is probably one of the most popular hobbies of modern times, it has never been an organized pastime. A few attempts have been made to unite the doll clubs of America into a national body, but none has been successful. Mrs. Lewis' effort represents the biggest thing of its kind to date. Even so there are still tens of thousands of doll collectors throughout the country who are not members of this club.

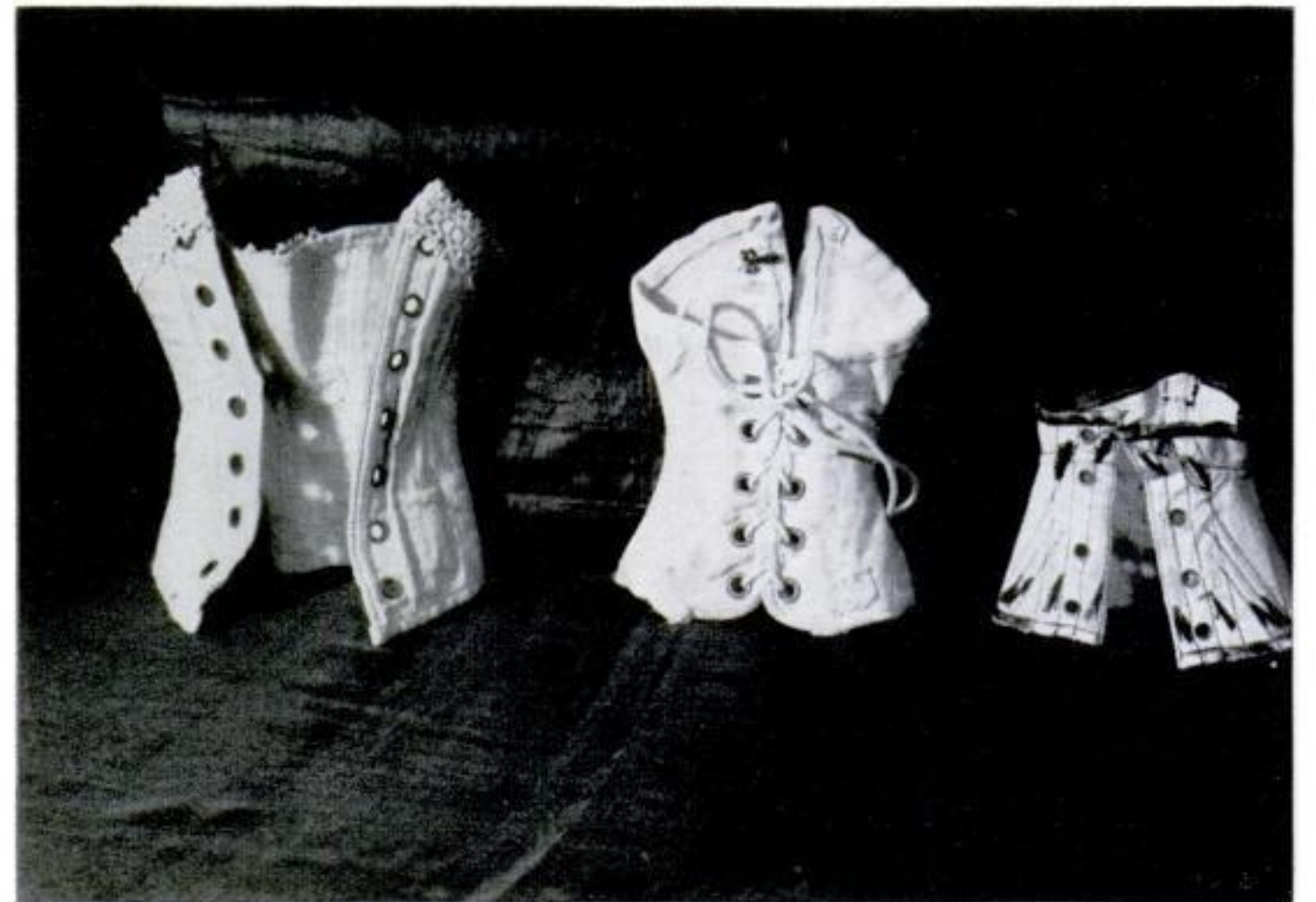
The amateur aspect of doll collecting is probably due to the fact that doll fanciers love the thing they collect. They are less interested in the mercenary value of their items than are philatelists and numismatologists. Many of them indiscriminately acquire dolls they like and avoid specializing in any one category. Mrs. Mabel B. Buchanan of Omaha, part of whose collection is shown on the two color pages that follow, has antique dolls and modern dolls, a doll three feet tall, and five the size of a pinhead. Mr. Buchanan is planning a new home with a separate wing for his wife's 175 dolls.

Eleanor Hudson, of Winchester, Mass., five of whose dolls appear on this page, owns more than 3,000 dolls. The fact that Miss Hudson has never sold or traded a doll is typical of most doll collectors.

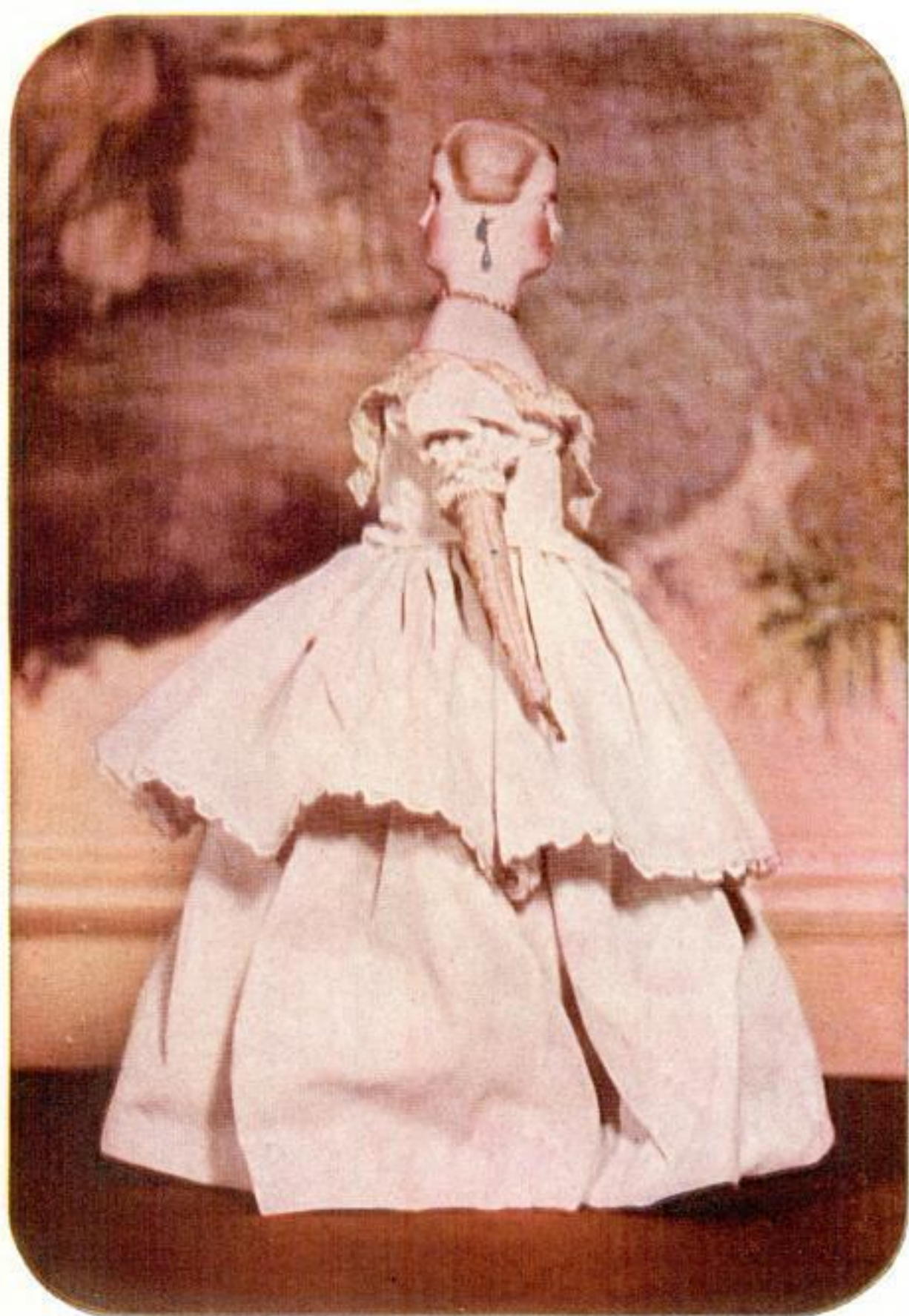
The dolls on this page show briefly the history of modern doll-making. The earliest dolls were crudely carved, unadorned ones like the inset above from Virginia. In Germany some of the wooden dolls were covered with cloth.

Although Germany began making wax dolls in the 17th Century, they didn't become popular until the beginning of the 19th Century when England put glass and china eyes in the dolls' heads. Before 1825 no dolls' eyes moved. Dolls with beautiful heads of china and Parian ware were popular in the middle of the 19th Century. Papier-mâché dolls were invented as a more practical substitute. Many modern dolls are the outgrowth of the papier-mâché idea.

1875



Corsets were an essential part of the fashion doll's wardrobe. Stylish ladies throughout Europe had their clothes copied from fashion dolls sent out by French dressmakers.



Double-faced doll has eyes open on one face, shut on the other. She was brought from France 80 years ago to a child in Mansfield, Ohio. Her head turns on a swivel at base of neck. This is hidden by a necklace of gold beads.



Clara Mildred is a buxom English doll made about 1850. Her head is of Staffordshire china with a rare pink tint and bright red cheeks. Her hands and arms are of leather. The pantalets and petticoats are of sheer linen.



Marilla was brought from England to a child on a Southern plantation in 1845. She too has a highly colored Staffordshire china head. The jet cape is falling apart, but the beaded bag and ivory fan are in excellent condition.



Amelia, found near Atchison, Kan. is an 85-year-old wax doll with a solemn face, enormous eyes. She has two real-hair pigtailed tied with blue ribbons. Mrs. Buchanan found the turquoise earrings for Amelia's pierced ears in Texas.



Riding in state, this wooden doll in the Museum of the City of New York sits in a painted tin calash, drawn by painted tin horses. The calash's top

moves up & down. The doll's painted hair and jointed body date her at about 1800. Probably an American doll, she was donated to the Museum in 1927.



Grandpère and Josette are French peasant dolls made of silk stockinet. Their toothless, wind-swept faces were molded from life by an artist. Grandpère

holds a wooden cradle used for cutting wheat by hand before the days of the mechanical harvester. Grand'mère sits on a maple cricket working a churn.



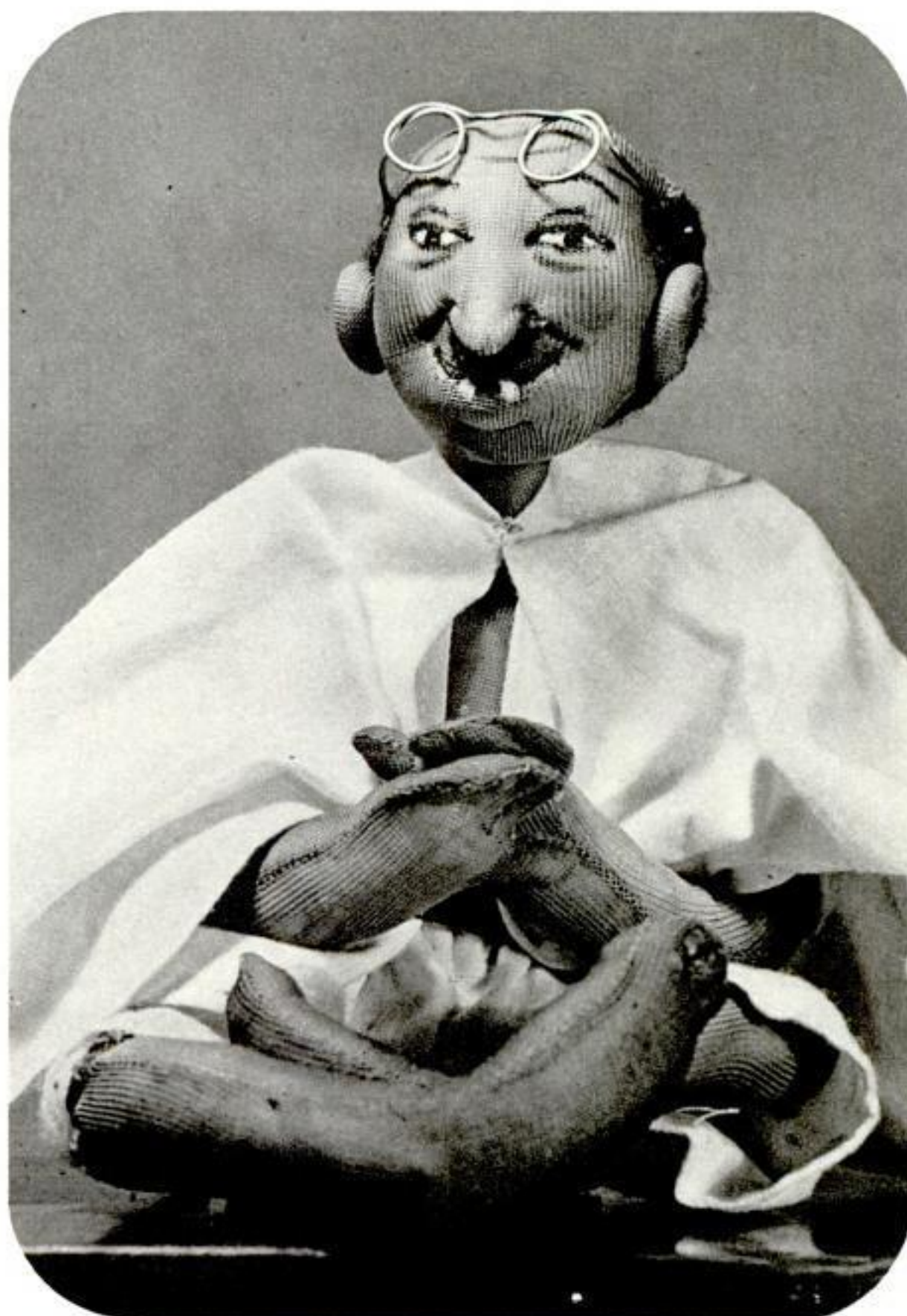
Crippled dolls are made by convalescent children at the House of St. Giles the Cripple on Long Island. Normal dolls are given the children who in turn give them bandages, crutches, braces to match their own injuries.



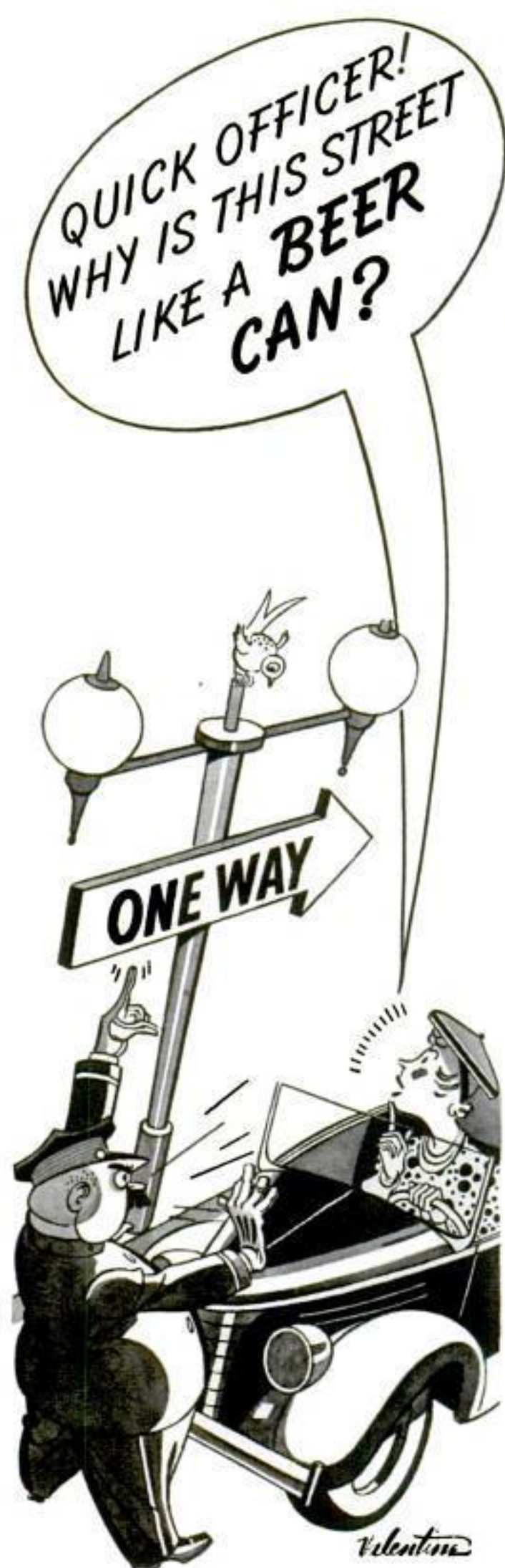
\$150 dolls are made by Dorothy Wendell Heizer of Essex Fells, N. J., not for children but for collectors. They are made of wire frames covered with cotton and crepe. This doll is a copy of King Tut's mother-in-law.



Princess Elizabeth and other royal dolls are to English children what Shirley Temple and Snow White are to Americans. Child-portrait dolls didn't appear until 1900's. This doll is in the collection of Mrs. Henry A. Diamant.



Mahatma Gandhi is a stockinet caricature typical of factory-made foreign dolls. Present stockinet caricature vogue was started by the French artist who made Grandpère and Josette on previous page. Owner: Ann Lipman.

**ANSWER:**

a Beer Can only goes
ONE WAY, from the
store to your home
... No Deposits,
NO RETURNS!



Fireworks burgeoned over the Washington Monument and White House (foreground) on the night of July 4. President Roosevelt spent the day industriously working at his desk, entertained Sweden's Prince Bertil at tea and during the evening glimpsed the fireworks on the Washington Monument grounds directly behind the White House. Among the few high Government officials to remain in the capital was Attorney General Homer S. Cummings who orated just before the rockets began to explode.



No fuss, no bother,
no deposits and no
returns. Nothing to
do but drink good
beer or ale when
you buy IN CANS.

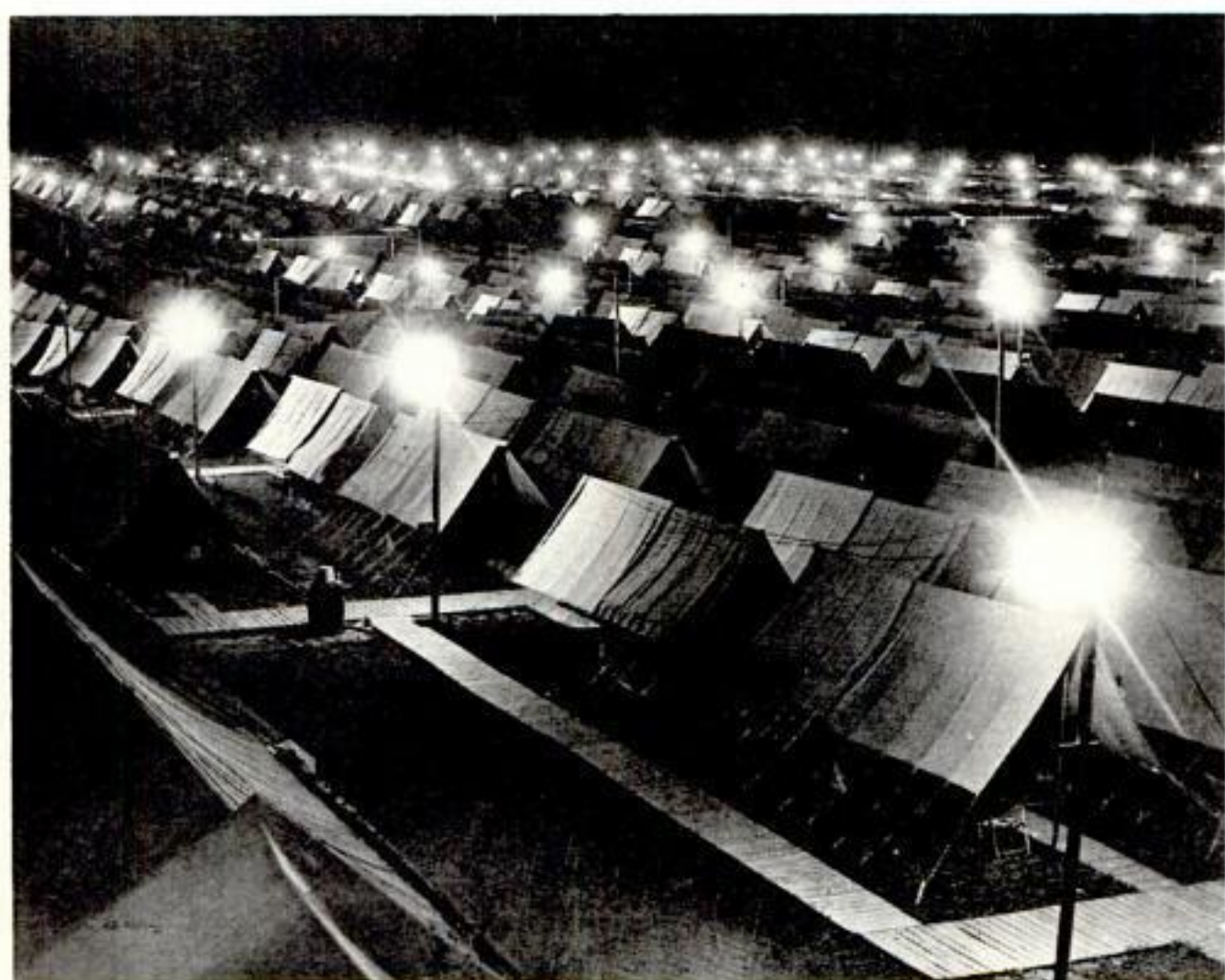


JULY 4

GETTYSBURG

On Gettysburg field where on July 1, 2 and 3, 1863, the Union Army put an end to the Confederacy's last great offensive of the Civil War, 1,800 old men encamped in a modern electrified tent city during the same three days in 1938. Veterans of both the Blue and Gray, they had forgathered to celebrate the 75th Anniversary of their greatest battle and their reunion for the last time on this earth.

To accommodate these old soldiers the Government erected 3,800 neat brown tents, installed ten miles of plumbing and 20 miles of electric wiring, draped 50,000 yards of mosquito netting, provided hundreds of wheel chairs and five cases of whisky. When the whisky ran out after two days, a plane was sent for 22 cases more. To every thirsty veteran was served a toddy containing one dram of whisky. One bearded centenarian, demanding two drams, snorted, "My Lord, sir, I can't take a little drink like that." Medical officers marveled at the excellent health and spirits of the oldsters, whose average age was 94. On July 4, after a strenuous day of fireworks, oratory and army maneuvers, only 32 hospital beds were occupied. One patient, 104, was suffering from alcoholism.



Taps over Gettysburg brought slumber to 1,300 veterans in the Union Army encampment, 500 in Confederate tent city (above). Each old soldier had his own tent.



Wheel chairs were provided for all veterans unable to walk. No veteran died during the reunion. Only 40 had to be sent home, most of them for homesickness.



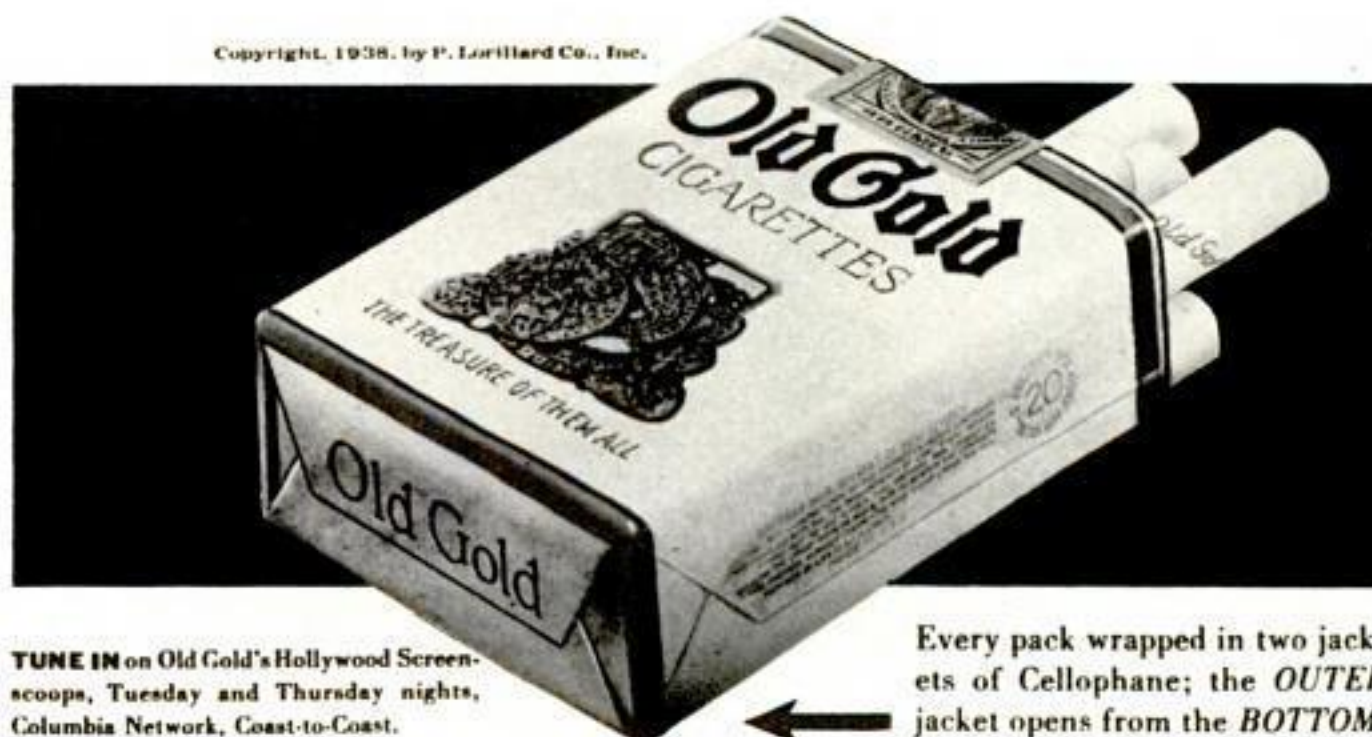
"IT'S A DUCKY CIGARETTE with no QUACK about it!"

There are two things I admire in a cigarette. (1) Good taste in its tobacco; (2) good taste in what it says about itself! On these two counts, Old Gold checks okay with me. It doesn't profess to be a panacea; but it is a pleasant companion!

For instance, take the matter of the first impression it gives you. There's a suggestion of extra fine quality in its very package. An extra jacket of Cellophane, opening at the bottom of the pack, doubly insures the freshness of the cigarettes, at no premium cost to you.

Dad often says: "Trust the man who holds down a good job for a long time!" I guess that's why Old Golds are so fine and trustworthy; Lorillard has been satisfying the American smoker since 1760.

Copyright, 1938, by P. Lorillard Co., Inc.



TUNE IN on Old Gold's Hollywood Screen-scoops, Tuesday and Thursday nights, Columbia Network, Coast-to-Coast.

Every pack wrapped in two jackets of Cellophane; the **OUTER** jacket opens from the **BOTTOM**.



RALPH GULDAHL IS BRAWNY, LUMBERING, SLOW-SPOKEN. HE WAS BORN IN DALLAS, TEX., 26 YEARS AGO. HIS PARENTS WERE NORWEGIAN

RALPH GULDAHL AND THE MAGIC EYE SHOW A GREAT GOLFER'S STROKES



"I never saw anything that analyzed my game so well," said Ralph Guldahl when he was shown LIFE's exclusive "magic-eye" camera record of his strokes which appear on following pages. After studying his own style, Guldahl composed the descriptions of his strokes which are printed over each sequence. These pictures and captions constitute a fine lesson in golf by the man who is today the country's No. 1 golfer.

Hardly 200,000 of the 2,000,000 U. S. golfers shoot under 90. The strokes that Guldahl here demonstrates ignore par, twice won the National Open title, most important in the U.S. Guldahl's game is orthodox, calculated and consistent. His drives are deadly accurate. His putting is true. His mashie shots are, perhaps, the best in the game. But what makes this Texan great is his nerveless concentration. He never blows up.

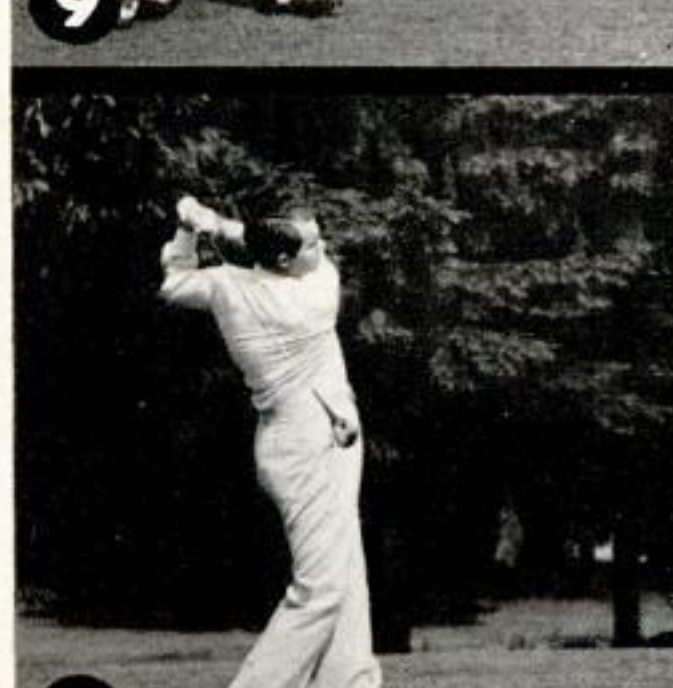
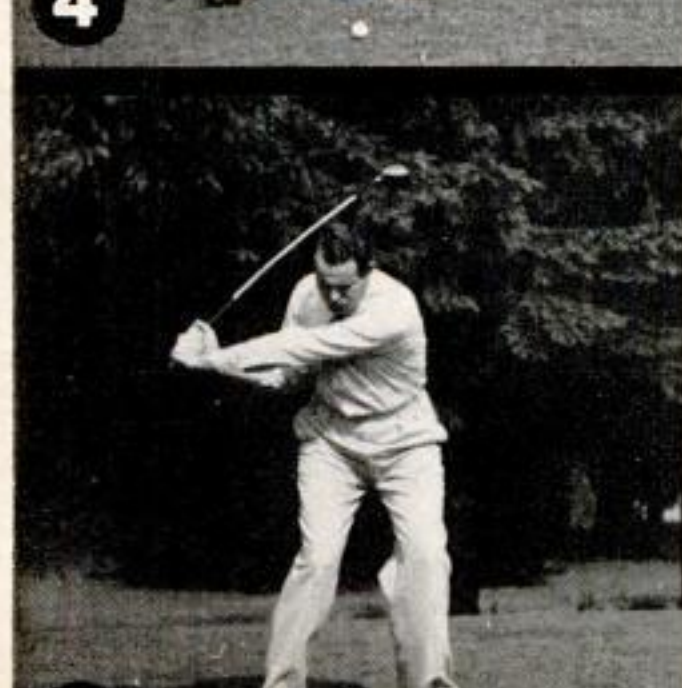
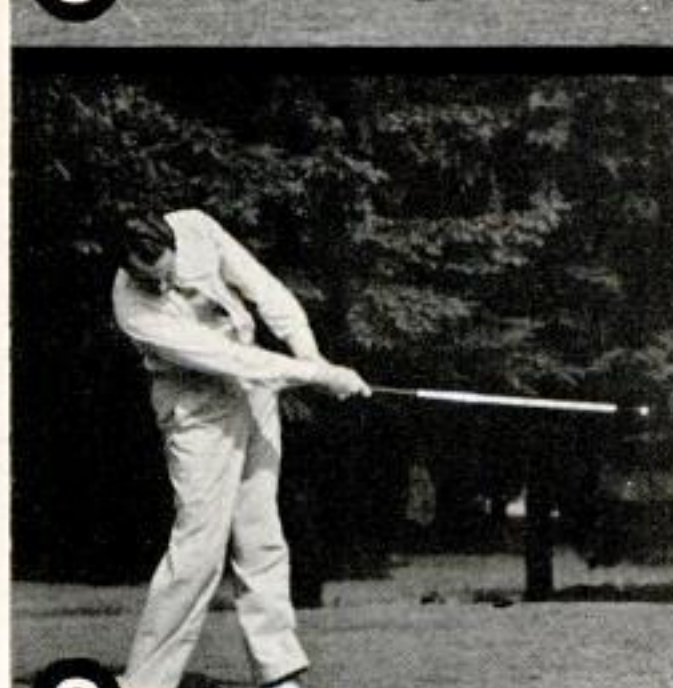
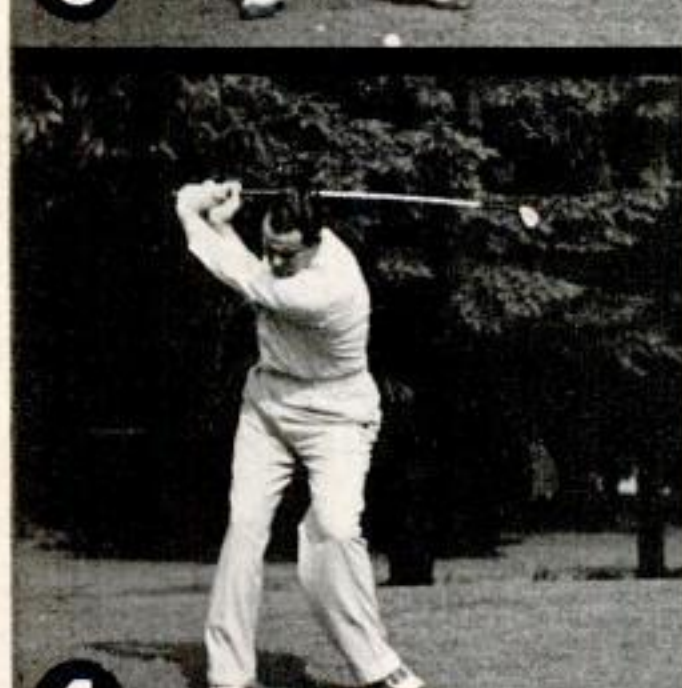
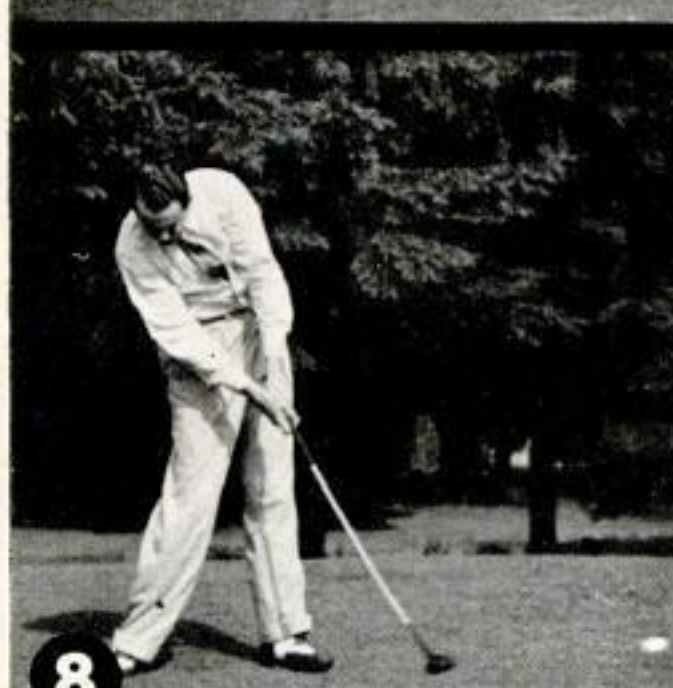
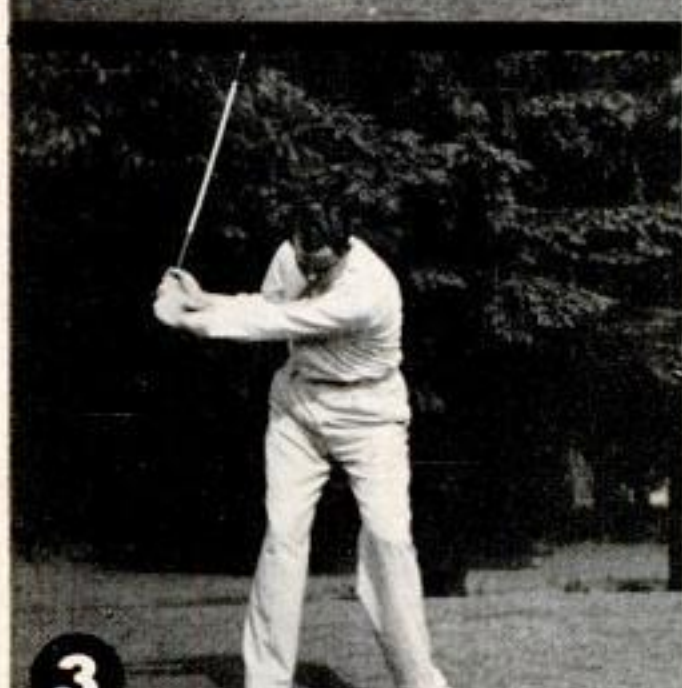
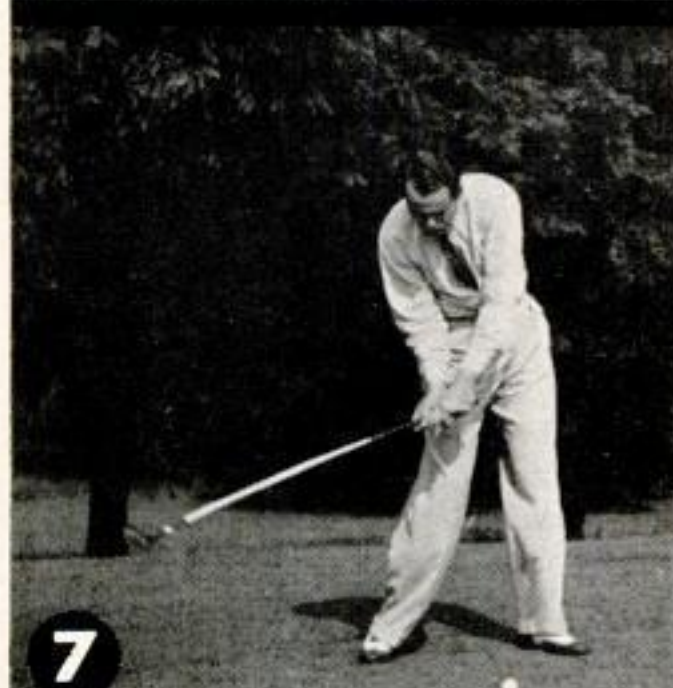
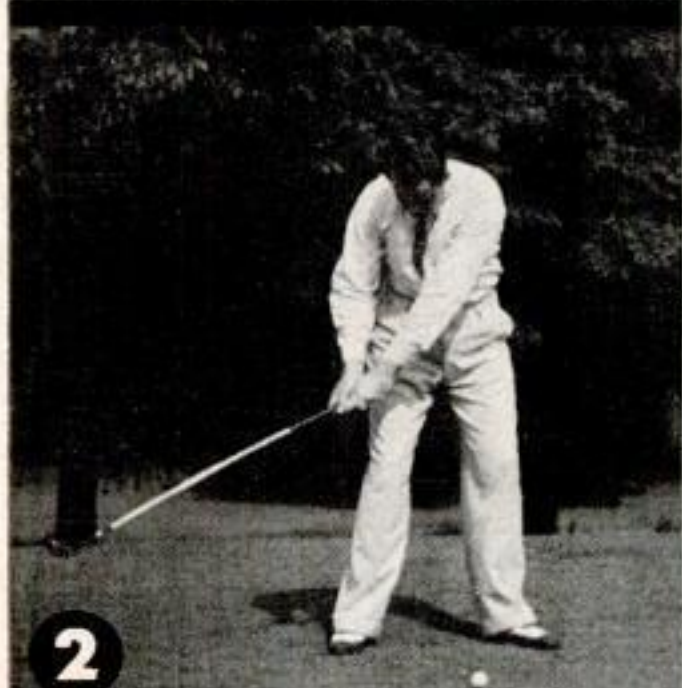
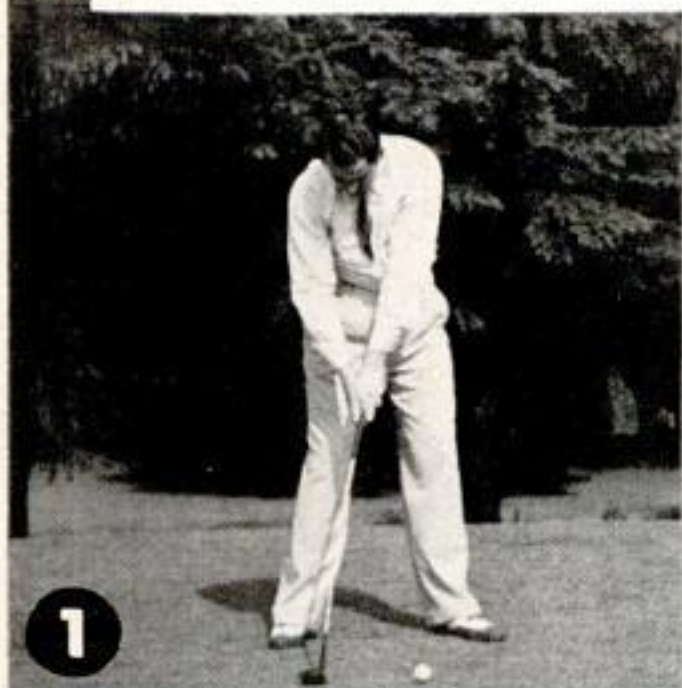
In 1933, however, Guldahl blew up historically. An obscure, 21-year-old professional, he stood on the last green of the National Open with only a 4-ft. putt between him and a tie for the title. He flubbed the putt, dropped back into obscurity and poverty, playing desperately to feed his wife and baby. Last year, he was the surprise winner of the National Open, won it again this year. Today, as he sits atop his world, he still plays hard and carefully, wondering just how long his game and fortune will stick by him.



Guldahl's grip is the "Vardon overlapping" grip. The little finger of the right hand closes over the index finger of the left. His hands are kept as close together as possible.

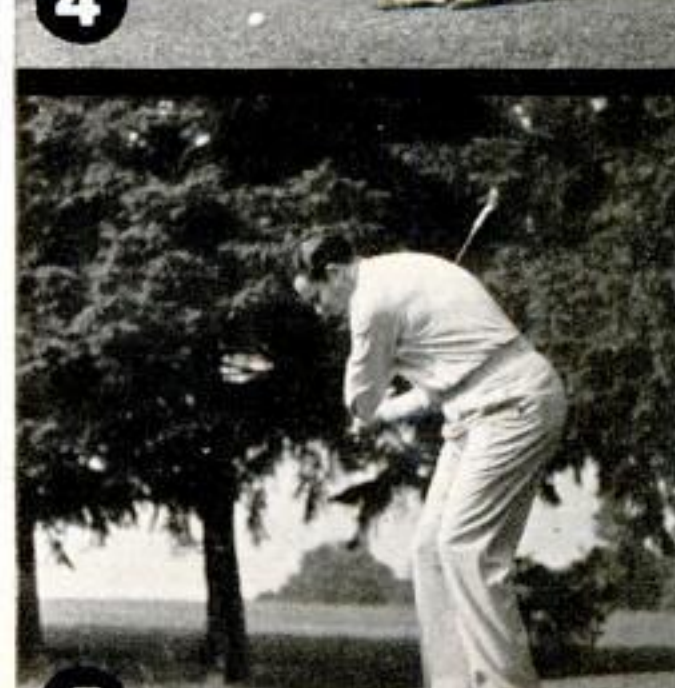
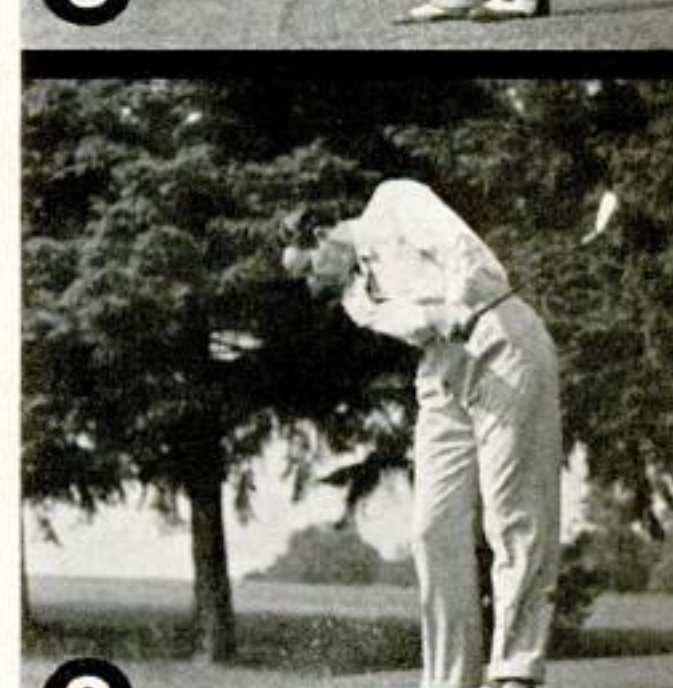
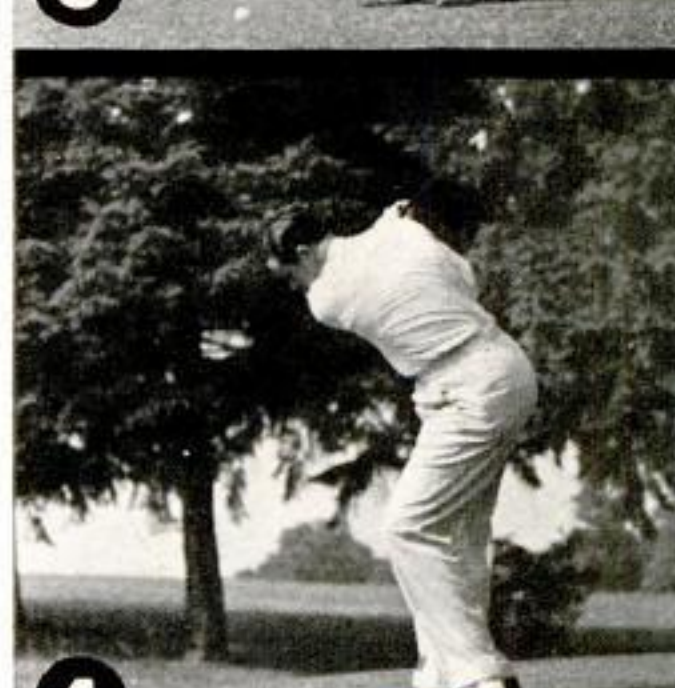
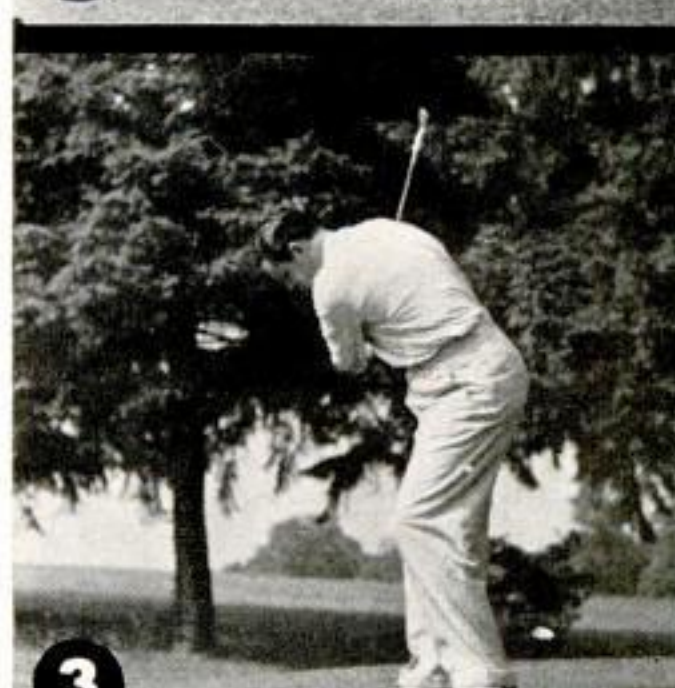
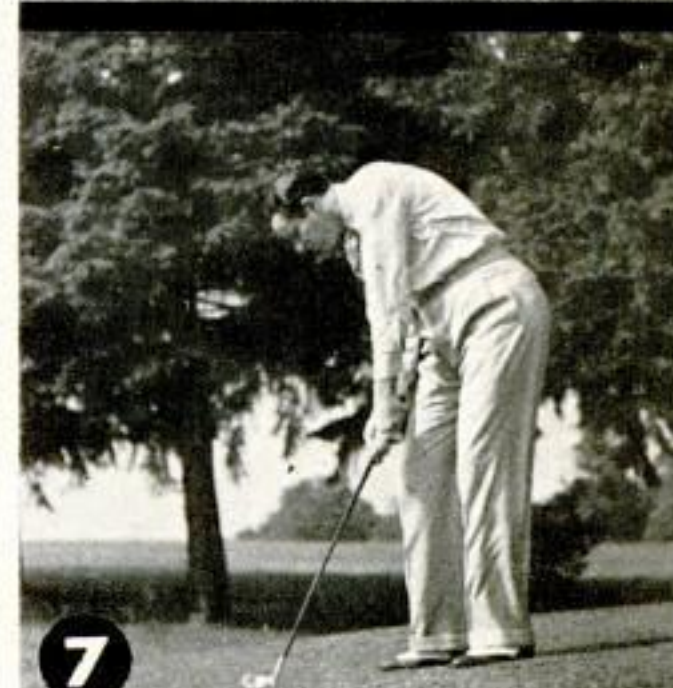
Ralph Guldahl analyzes his drive

"A golfer can get more from these LIFE pictures than he can from anything I can tell him," remarked Guldahl. "In the drive (*below*), I play the ball off the left heel (No. 1). I take the club back low along the ground, pivoting naturally with the swing (2 & 3). At top of the swing (4), the left knee is bent, weight is on the back foot. Coming down, the left arm is straight (5), the weight moves forward—but keep it behind the club head—into a stiff left knee (6). My wrists uncock well down (7), the club swings through as I connect (8, note ball). Head is down (9) until the follow-through is almost finished (10.)"



Guldahl on fairway: an iron shot

"I'm using a No. 7 here but the principle is the same in all my iron shots. I hit my drives on the upswing but because I want to hit the irons on the downswing, I play the ball farther back. The club head is open (1) as it comes back along the ground (2). I turn easily (3) and at the top of the backswing (4) my back faces the hole. Coming down (5), the right elbow hugs in close. Watch my wrists. They hold the shaft up until they come far down (6), then snap fast. This gives power. At the moment of contact (7), the club face is open. The swing must come through in a direct line with the hole (8 & 9)."



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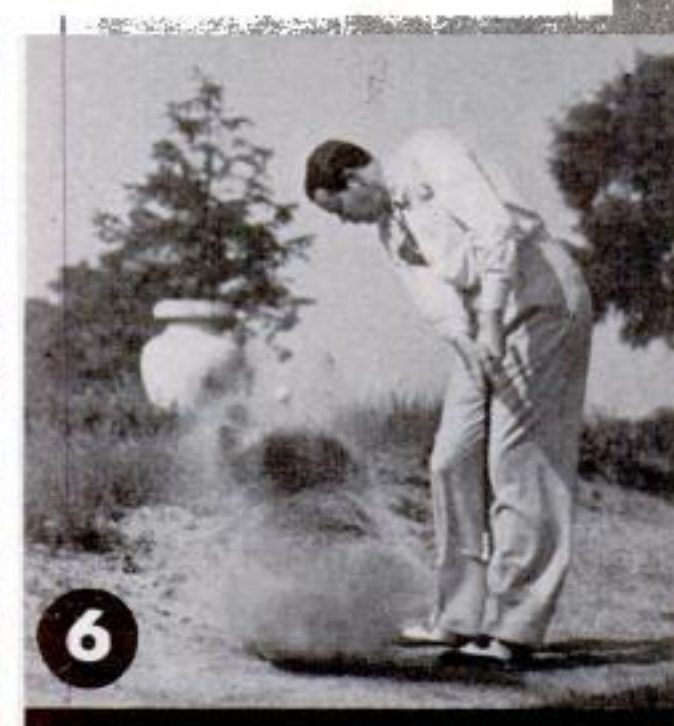
Guldahl takes a divot from rough

"Dubs have the wrong idea in the rough. They try to get distance. What they should do is get back to the fairway. I use a high-number club—a sand wedge—in this rough near the green. The ball is played off the right foot (1). The swing doesn't go very far back (2). When I come down (3) I remember to have as little grass as possible between the club head and the ball. My wrists snap hard down (4) and I hit under the ball with an open club so that it comes up fast (5). I take a big divot (6) and swing well out. I never knew until now how funny it looked to swish a divot around on the follow-through (7, 8, 9, 10)."



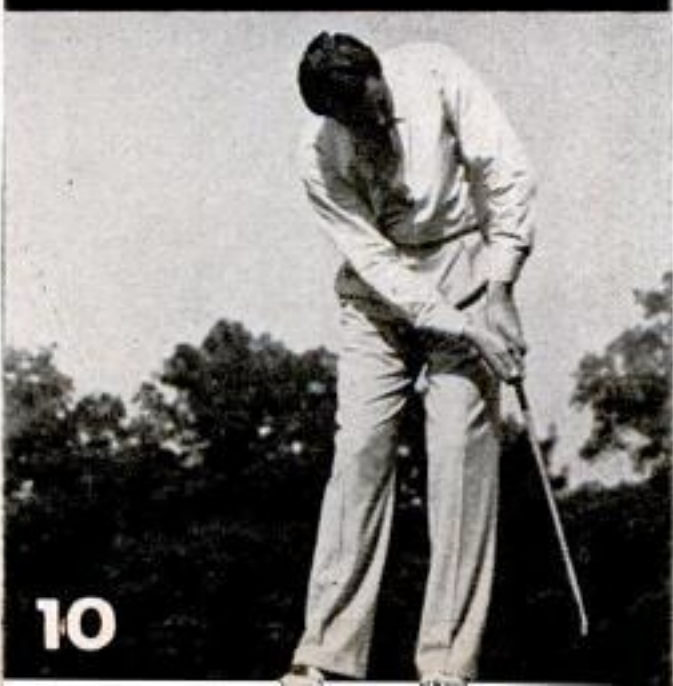
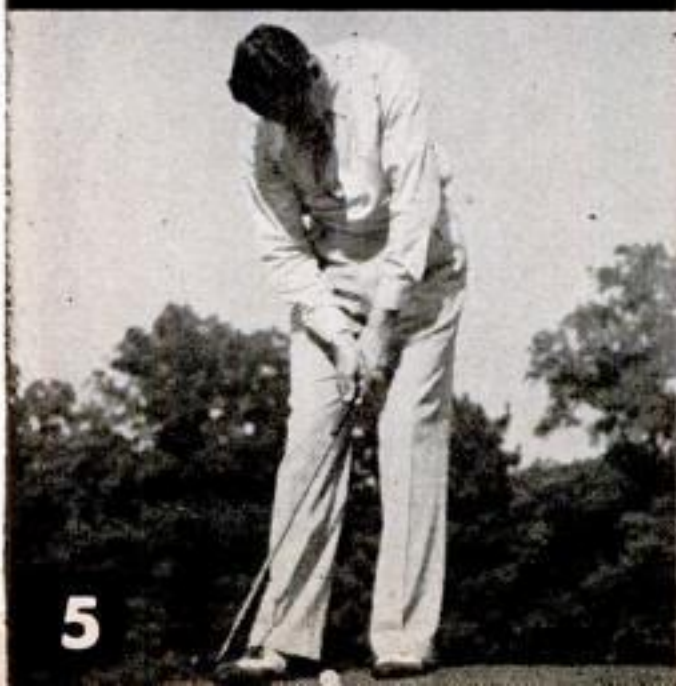
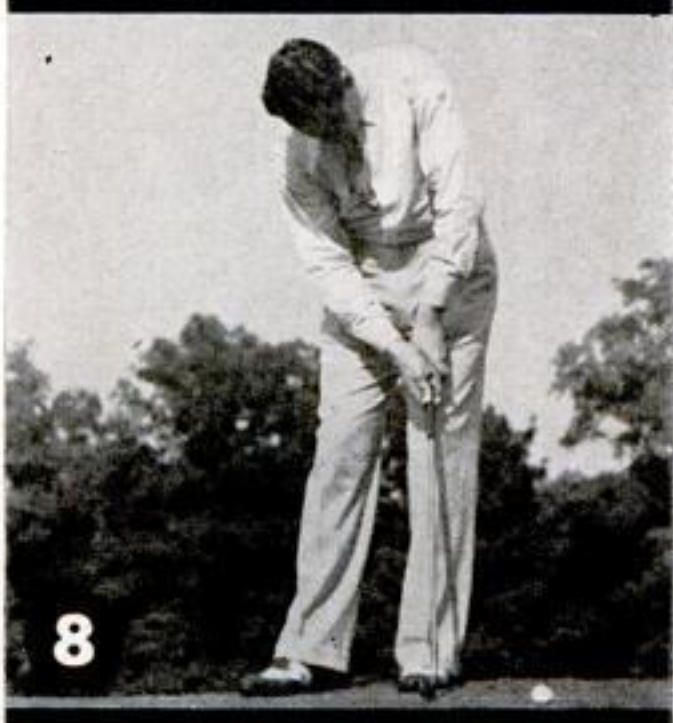
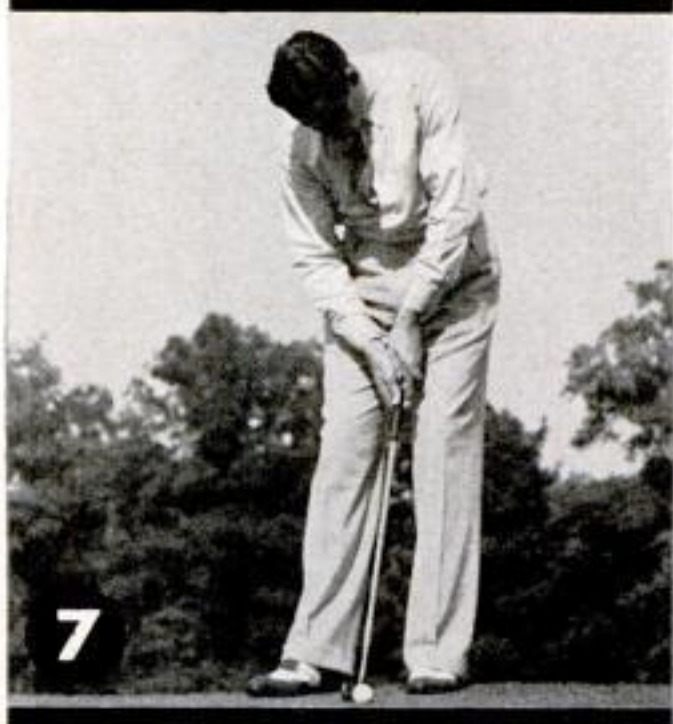
Guldahl explodes from a sand trap

"In sand, you have to remember to keep the club face open when you address the ball (1) and keep it open all the way back (2). The pivot (3) is almost as important in a short shot as when you sock the ball with a wood. I come down (4) and hit the sand a good two inches back of the ball (5). The idea is to use the sand as a cushion to get quick height (6) rather than distance from the force of the swing. As the club comes through, it is pulled to the left (7) cutting across the ball. The follow-through is important. I raise a lot of sand (8) but I keep my head down and don't look up until the stroke is finished."



Guldahl sinks a ten-foot putt

"I get the proper angle for putts by placing the club in front of the ball (1), then lifting it (2) and addressing from in back (3). I don't lift the club off the ground going back (4) but let the swing take it up naturally. My weight is always forward on the left foot and I keep relaxed. You can't tighten up and sink any putts. You have to remember to keep the rhythm steady going back (5) and coming forward (6). No jabbing. I hit the ball (7) in the same position as my address (3), keep the blade open (8) and follow through easy (9, 10). One more thing: I keep the thumbs right on top of the shaft in putts."

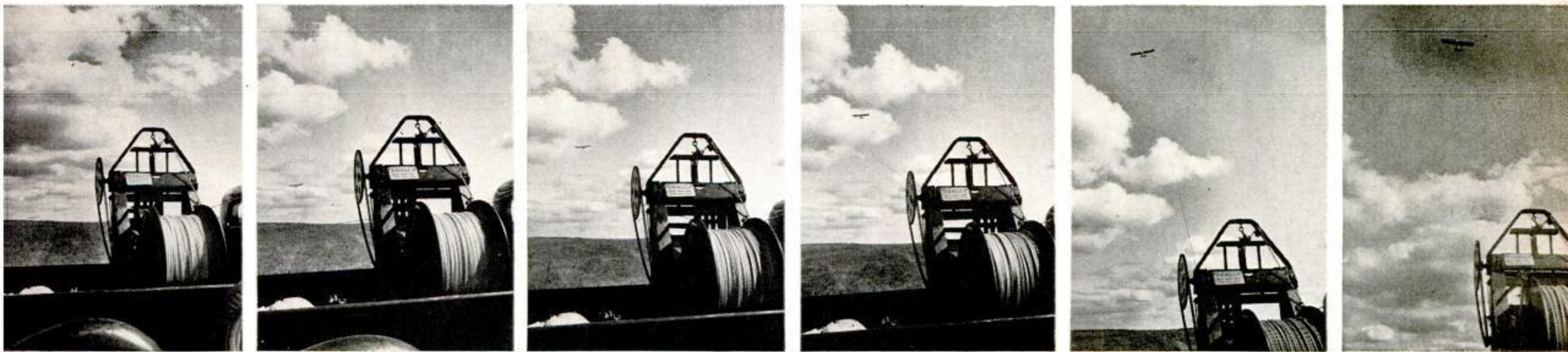


The ball plunks square into the hole as Guldahl sinks a 10-ft. putt at the Madison (N.J.) Country Club where he is Club professional. Since he is away on tournaments a good deal of the time, Guldahl spends little time either at the Club or at his cottage nearby. His loyal wife and pert 3-year-old son often travel to tournaments with him. With his Club salary, his winnings, his salary as consultant and endorser for Wilson Sporting Goods Co., Guldahl will probably earn \$25,000 this year. Once broke, he spends his money carefully.



EMERGENCY GUILLOTINE





TOWED BY THE TAKE-OFF WINCH, THE SOARING PLANE COMES OVER THE BROW OF THE HILL, SAILS UP, LETS GO THE CABLE AND SOARS FREE

AMERICA'S BEST GLIDERS SOAR OVER ELMIRA, N. Y.



Best-known pilot at Elmira was German Peter Riedel who soared 225 miles to Washington in this two-seater Kranich.

When the warm northwesterly winds that prevail over Elmira, N. Y., in early summer bump into the surrounding Chemung Hills, they are deflected upwards. Thermal currents, forming in valley, rise and build up cumulus clouds. At Elmira, early every summer, the Soaring Society of America takes advantage of these ascending currents to hold its annual soaring meet. This year's meet was held June 25-July 10.

The motorless soaring plane, popularly but incorrectly called a glider, sails above the earth, lifted and carried by favoring airs. At Elmira, the planes were pulled off the ground by a take-off winch (see above). When the pilot was well up, he released the tow cable. If he failed to let go in time, the emergency

"guillotine" (see inset on opposite page) cut the cable before it dragged the plane down. Once up, the pilot usually made for the nearest cumulus cloud, knowing that the air underneath a cloud is usually rising. Stunt planes, like that on opposite page, were towed aloft by airplanes.

Rigorous entry requirements this year kept the usual quota of soaring jalopies away. The 21 machines entered included the best of the 2,500 in the U. S. Peter Riedel, German ace, soared 225 miles to Washington, D. C. exceeding the U. S. record which was matched next day by Cadet R. M. Stanley, U.S.N., who landed on a Washington golf course. Richard du Pont set a U. S. altitude mark by going up to 6,700 ft.



The terrain at Elmira is the delight of the soaring pilot. The Chemung River flowing through (see opposite page) helps

cool the air, induces air currents which are formed by differences in air temperatures. The hills spread for miles

around sending slope currents aloft to help soarer take off. The glider above is 2,500 ft. over an Elmira suburb.

THE MOVIES ENTER ANOTHER CENSORSHIP FIGHT, THIS TIME WITH A CLEAN RECORD

From Abdomens to Witchcraft, Mr. Hays and Mr. Breen have an iron hand over movie morals

Again the bogey of censorship has been raised against the movies. This time it is not a question of how many clothes a screen queen wears or how long a kiss lasts or whether Hollywood corrupts the national morals. This time the issue is political censorship. Can the movies treat such bitter modern realities as the Spanish War? Many Catholics think not. Or the Jewish refugees? Many foreign countries think not.

In previous battles with the censors, Hollywood has been on the defensive, driven to defending its poor taste by saying that the public taste was also poor. This time it is different. It is Hollywood which wants to crusade and its critics who want to hold it back.

The movie industry's position is strong because, for the first time in its history, it can enter a censorship fight with a clean record. That record dates from 1934. American movies had a self-imposed censorship—the Hays Office—before that time but not until 1934, under pressure from the Legion of Decency, was the Hays Office made really effective. The key man in the new censorship is Will Hays' first assistant, Joseph I. Breen. A red-faced, white-haired Irishman, with six children and a fund of jokes, he is the antithesis of the cartoonists' censor. Mr. Hays, the Presbyterian elder, and Mr. Breen, the jovial Catholic, are



JOE BREEN



WILL HAYS

joint czars of movie morals. Mr. Breen does the actual censoring.

Breen and his assistants have virtually absolute power over every scene, every word, every gesture which appear in movies made by the big Hollywood studios. They have a Code of general rules and a catalog of censurable subjects, ranging from Abdomens to Witchcraft. Instead of waiting until pictures are finished and cutting them, they start with the scripts. Experts in smut, they keep abreast of all the dirty stories, recognize every salacious accent or gesture known to man or woman and can spot a *double-entendre* a page away. When a script has been laundered by the Hays Office, it goes into production. During doubtful scenes Mr. Breen or one of his men stays on the set to advise whether another inch of leg is permissible and whether a wink at a certain time would be suggestive. Finally Mr. Breen must give his okay to the finished film.

The Hays Office's first concern is with the American public and it does its work so well that State and local censor boards now have very little to do. It also gives American motion-picture companies advice (not orders) on how to meet foreign censorship. The pictures on the following pages illustrate some of the items which fill its catalog.



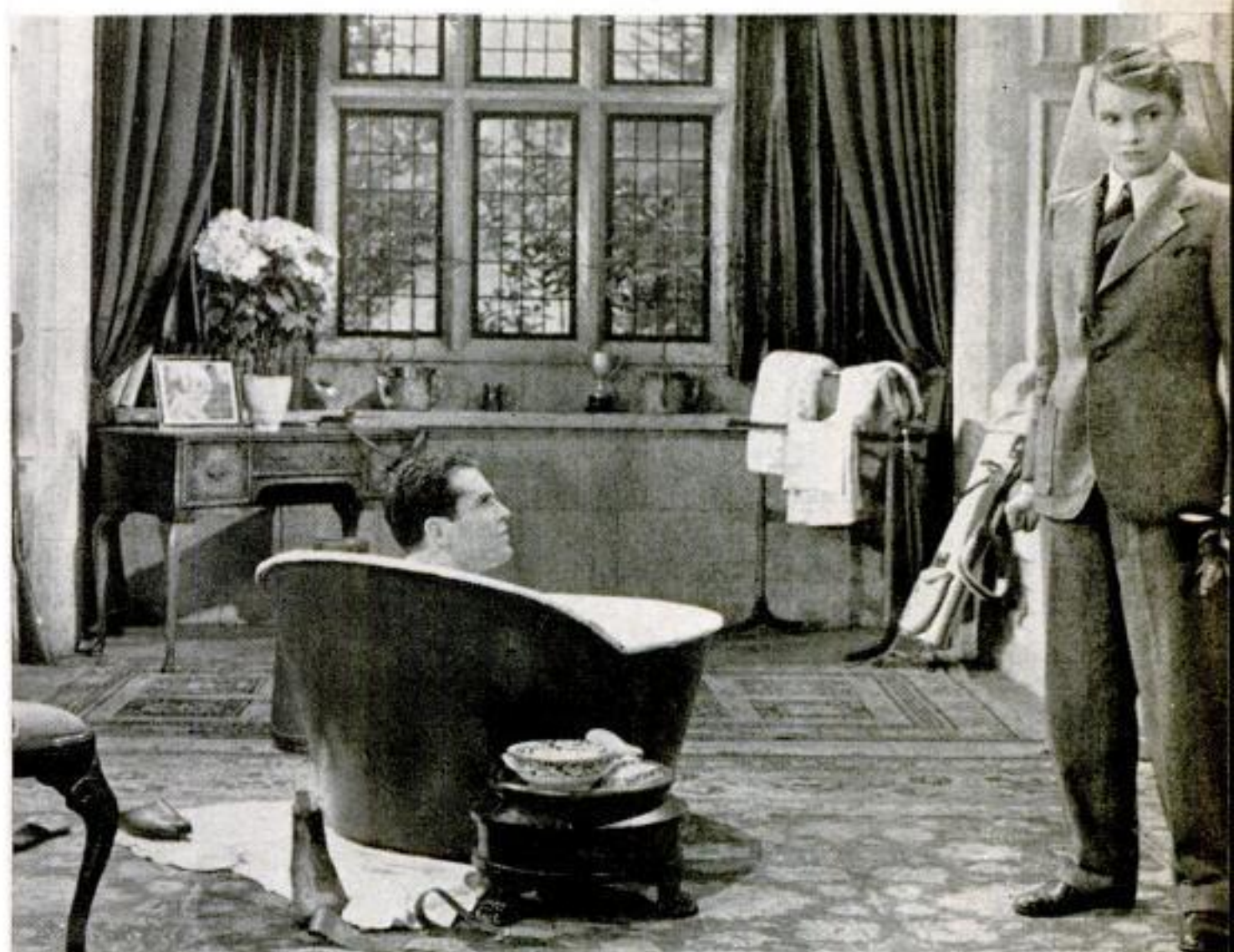
THE COURT OF THE EMPEROR CONSTANTINE AS DEPICTED IN *MAN, WOMAN, MARRIAGE* (1920). SCENES LIKE THIS LED TO MOVIE CENSORSHIP



THE HAYS OFFICE INFLUENCE is seen in costume of Maureen O'Sullivan as Tarzan's Mate. Up to 1934 (*above*) she wore one provocative flap of leather in front, another behind, a brassiere. Now (*below*) she is well covered by a tunic. Johnny Weissmüller's Tarzan costume remains unchanged.



BEDS are strictly censored. Unmarried characters may not occupy same bed nor kiss in horizontal position. *Hold Your Man* (1929) antedates the Breen censorship. In England even a man and wife may not be in bed together.



BATHTUBS must be handled with care. This scene is from film of *Wings of the Morning*, in which Annabella masqueraded as a boy. The Hays Office left Henry Fonda in the tub but did not allow Annabella to come so close.



NUDITY like this was common 20 years ago. The naughty young lady is Mignon Craig, star of *Man's World* (1918). Now the Hays Office forbids nudity and allows seminude or undressing scenes only when essential to plot.

CENSORED

HAYS OFFICE AND U. S. CENSORS CUT THESE THINGS



DRUNKENNESS must not be made attractive. This scene was cut from *Stand-In* with Leslie Howard and Marla Shelton. In *The Thin Man* pictures, characters drank continuously but apparently never got drunk. Drunkenness must be followed by a hangover.



MINISTERS may no longer be used for laughs as in this early slapstick comedy. If a marriage scene is to be funny the ceremony must be performed by a justice of the peace. England will not allow the Lord's Prayer in a film. Quebec forbids mention of divorce.



INCEST is strictly taboo. *The Barretts of Wimpole Street* as a Broadway play, hinted strongly at incest between Elizabeth Barrett and her father. The movie version, with Norma Shearer and Charles Laughton, kept this hint but the Hays Office cut it out.



VULGARITY. This scene from *Peter the Great*, a recent Russian movie, would never be passed by the Hays Office. Peter is jubilantly kissing the rear of his infant son. In American movies the human posterior may be freely kicked but never anything else.



ILLICIT LOVE must no longer be made attractive as it was in *Queen Christina* (1933). Parts of this Garbo and John Gilbert scene were cut by New York, Massachusetts, Kansas, Pennsylvania, Ohio, England, Alberta, British Columbia and Australia.



GRUESOMENESS. A modern movie star would not be allowed to assume such a pose as Theda Bara's in *A Fool There Was* even if she wanted to. Nowadays the Hays Office is more concerned with gruesome hangings, bayonet stabbings, bloody corpses.

Censorship in America, up to now, has been almost entirely a matter of morals, not of politics. The movie stills on these pages illustrate some of the

things which the Hays Office sometimes or always finds censurable. Some of the scenes are from movies made before the Breen censorship began. Others are

scenes cut by Mr. Breen. Still others are scenes which the Hays Office passed but which were later cut by certain State and municipal censor boards.



HYPNOTISM is all right on the screen if not carried too far. In *Rasputin and the Empress* (1932) (above), Lionel Barrymore was allowed to hypnotize Diana Wynyard. But in *Svengali* (1931) Ohio deleted several scenes, as did England, Alberta and Australia.



THIGHS must not be visible between top of stocking and underclothing. This pre-Breen scene is from *The Sphinx Has Spoken* with Lili Damita, Eric von Stroheim. If stockings are not worn, the outside of a woman's thigh is permitted, but the inside is taboo.



PROSTITUTES may be shown only when essential to the plot and must be made unattractive. *Of Human Bondage* (pre-Breen) with Bette Davis showed prostitution at great length but sordidly. In *Dead End* the prostitute's syphilis was changed to tuberculosis.



STOCKINGS, as a rule, may no longer be taken off by girls themselves, much less by men. This scene is from *What Price Glory* (1926) with Edmund Lowe and Dolores del Rio. Men may not take off their pants, though they may be caught with them off.



UNUSUAL KISSES. Modern stars, unlike Don Alvarado who is kissing Lili Damita in *The Bridge of San Luis Rey*, must stick to lips, avoid neck, arms, back. Kisses must not be too long nor too passionate. Japan cuts kissing scenes, substitutes twittering birds.

CENSORED

(continued)

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CENSORS IN FOREIGN COUNTRIES CUT THESE THINGS



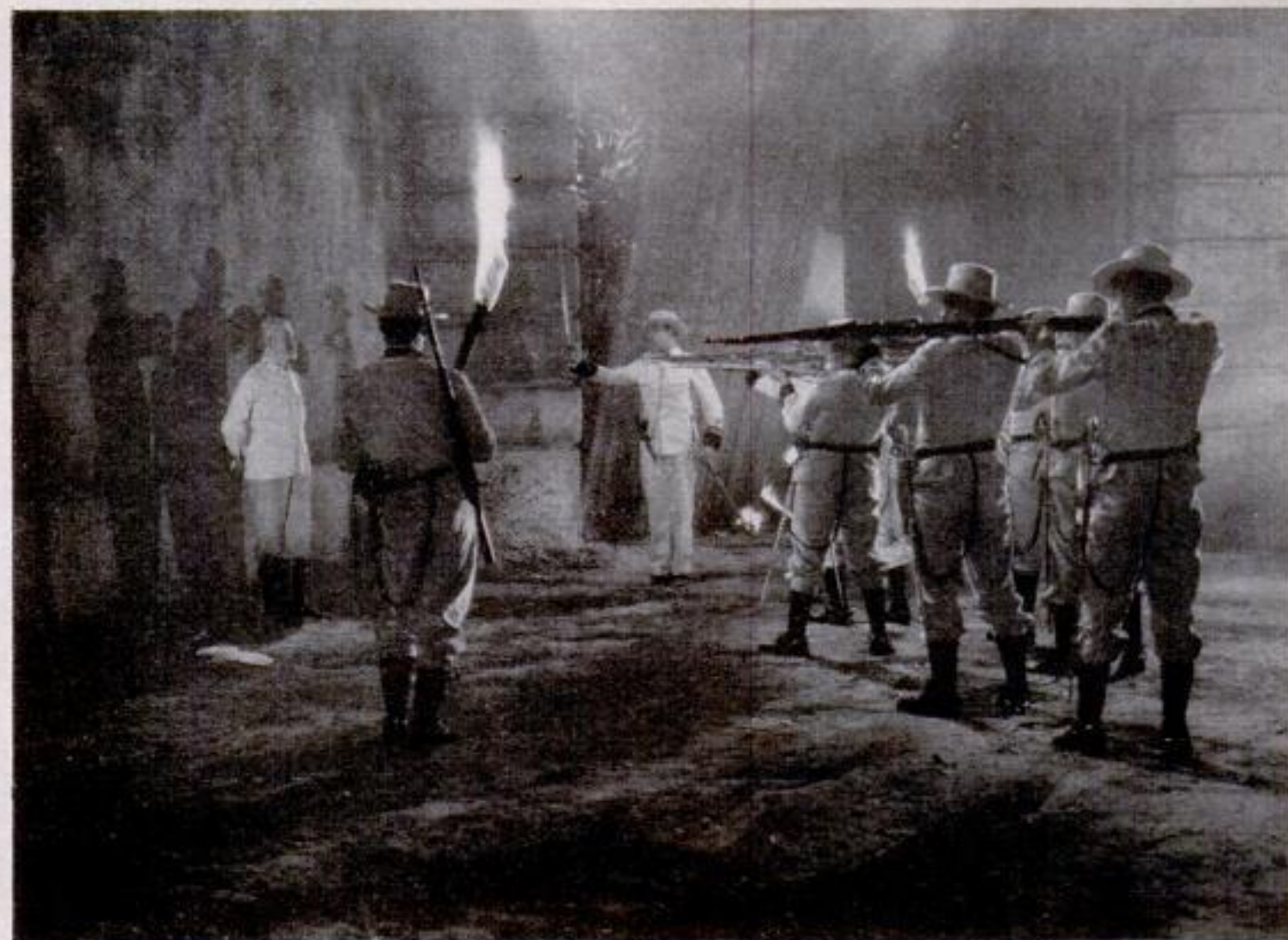
POLICE BRUTALITY worries foreign censors more than U. S. censors. This scene from *Nancy Steele Is Missing* was cut in Australia, Quebec and Egypt but passed by Ohio, Massachusetts, New York, Kansas. *Mills of the Gods* was banned in Australia, Latvia.



PADLOCKS on Martha Raye's zipper dress in *Double or Nothing* looked all right to every country but Australia, where the scene was cut. The Hays Office itself forbids even mention of strip-tease and made Gypsy Rose Lee change her name for the screen.



TORTURE scenes like this one showing Gary Cooper in *The Plainsman* are liable to be cut by England. British censors are strict about any cruelty, especially to animals, and will not even allow a cat to be chased by a dog. They delete all scenes of rodeos.



REVOLUTION is a delicate subject everywhere. *A Message to Garcia* (above) was heavily cut in Latin America. England made 129 cuts in *The Informer* (Irish Rebellion). *A Tale of Two Cities* (French Revolution) was banned by Hungary, Lithuania, Italy, Portugal.



BURIALS, like this in *In Old Chicago*, are forbidden in England. British censors are more squeamish than any others except Quebec's. For a while last spring they would not allow *Snow White & The Seven Dwarfs* to be shown to children lest it frighten them.



TOO MANY GUNS are sure to get a picture banned in the Scandinavian countries. This scene is from *King of Gamblers*. Practically all crime pictures, including the recent G-Man films, have been automatically rejected in Scandinavia and some in England.

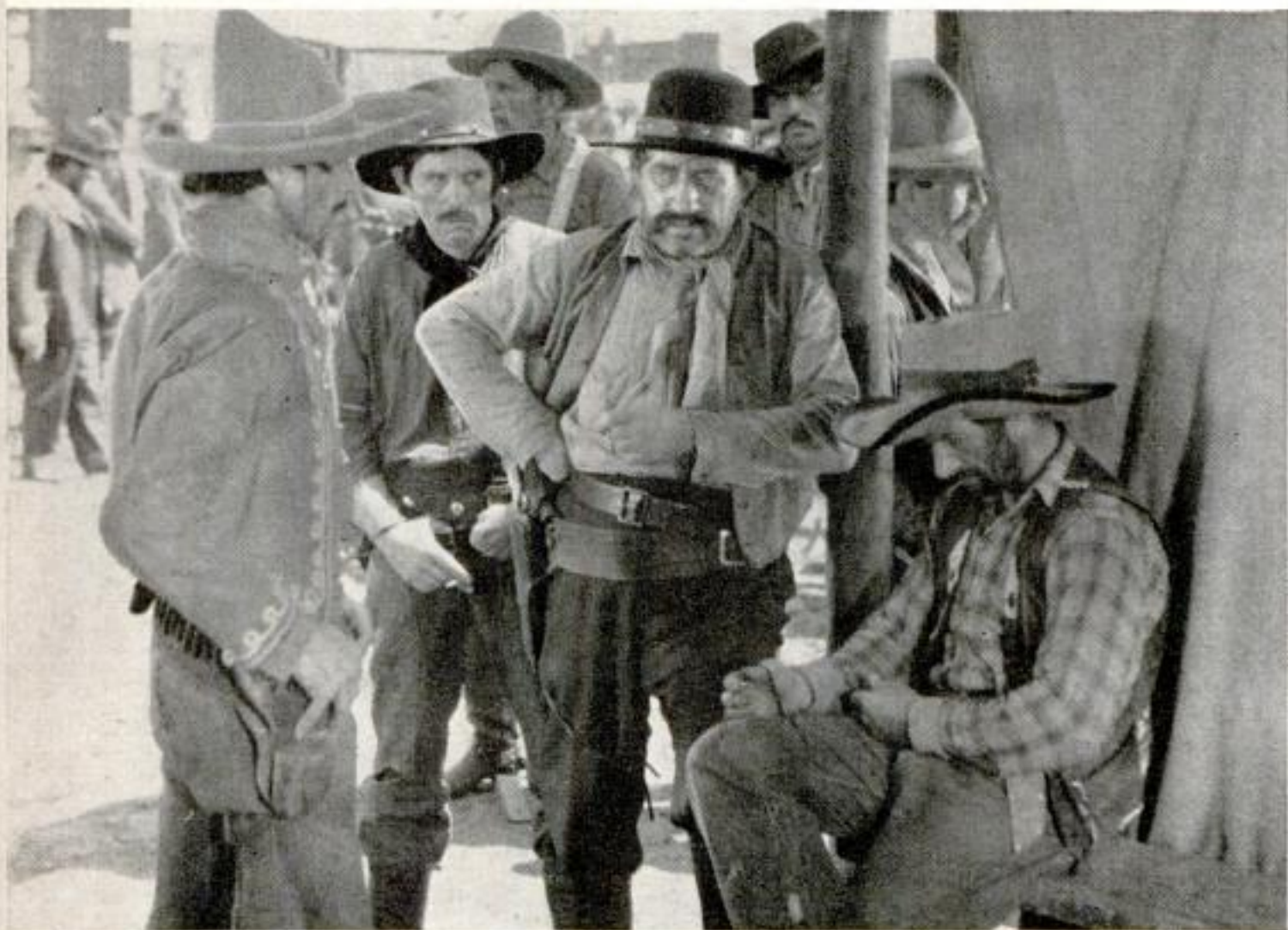
The freedom of the films is cramped at least as much by foreign countries as by domestic censors. Because the foreign market is still so important (accounting for 40% of Hollywood's revenue) producers respect the rules of foreign censors.



SPAGHETTI is not funny to Mussolini, whose censors reject any picture in which the national dish is a subject for humor. Italy also bans dialect comedians like Henry Armetta who spread the notion that Italy is a nation of fruit peddlers and hand-organists.



CUES are anathema to the Chinese Government which has forbidden them in China and does not want them in movies. One appeared, however, on a barber in *Hop-A-Long Cassidy* (1935). China also objects strongly to pictures of Chinese as menials



FOREIGN VILLAINS are almost extinct because foreign governments, especially Mexico, raised such a rumpus. The only safe "heavy" for a film today is a white American, unconnected with any business, profession, college, religion or fraternal order.

BOYCOTTED



BLOCKADE WAS PICKETED AT RADIO CITY MUSIC HALL

VARIETY

A GROWING CENSORSHIP?

When the Legion of Decency moved in on the picture business, forcing what virtually was a self-imposed censorship, the suggestion was made that this was perhaps but the first step in a move to impose the will of the church element on a constantly growing field until even the daily press became involved. Publishers of daily papers merely smiled indulgently. The Legion of Decency and its associates were merely putting over a long deferred and much needed clean-up campaign. It would not dare touch the Fourth Estate. They whopped it up for the Legion as something needed and desirable.

The New York Times.

BLOCKING 'BLOCKADE'

Walter Wanger's Anti-War Film Brings Up Another Censorship Problem

By FRANK S. NUGENT
PERHAPS we have been wrong in blaming the Hayes office and the commercially minded producers for the screen's resistance even to lipstuck along the red edges of...
keep the picture alive and give it a certain measure of dignity and meaning.
IN view of the caution with which it has gone about its task and considering the tenor of its argu-

CENSORSHIP THREATENS "BLOCKADE"

The new cry for censorship is directed against *Blockade*, Walter Wanger's movie which deals with the Spanish Civil War (LIFE, June 13). Producer Wanger knew that the picture would be banned in some foreign markets. What he did not expect was a crusade against it in the U. S. But the film has been assailed by the Knights of Columbus, picketed by the *Catholic Worker* and placed under boycott by many Catholic priests throughout the land. These are much the same groups which, through the Legion of Decency, quickly brought Hollywood to its knees in 1934.

Actually *Blockade* ignores the political issues in the Spanish War, identifies neither side and sticks to a preachment against the cruel methods of warfare. Defending the movie, Frank Nugent, movie critic of the *New York Times*, pointed out in an article entitled "Blocking Blockade" (above) that if partisans of General Franco could identify the unfavored side as theirs it was only by its actions in bombing and starving civilian populations. *Variety* took the occasion for a blast against the Legion of Decency entitled "A Growing Censorship?" (above).

If *Blockade* loses money it will probably end, for some time to come, the screen's essay into politics. Some producers may have the courage to defy the wishes of foreign governments, but they cannot, at the same time, hold out against a boycott by any large section of the American public.



THE SPANISH PEASANTS IN BLOCKADE DEFEND THEIR COUNTRY



Scottish Duke's son to marry leader of the "Keep Fit" women

An engagement made in heaven is what British dowagers say of the two young Britons shown above. The man is the youngest son of the Duke of Hamilton, Premier Peer of Scotland, Heir Male of the House of Douglas, Marquess of Douglas and Clydesdale, Earl of Angus, Aran, Lanark and Selkirk. Young David Douglas-Hamilton is a 26-year-old amateur boxer, airplane pilot, mountaineer, lumberjack and coal miner. His eldest brother married a Percy (LIFE, Dec.

27). David's fiancée is currently England's most photographed girl. She is 23-year-old Prunella Stack. Her father was a British officer of an Indian Ghurka regiment. Her mother founded the League of Health & Beauty. Today Prunella Stack is leader of the League of Health & Beauty whose purpose is to keep the womanhood of England fit (*see opposite page*). Above, she and her Douglas stroll across the heaths of Duke of Hamilton's Lanarkshire castle.

PRUNELLA STACK CARRIES THE FLAG FOR FIT BRITAIN

Her legs are now the most photographed in England



PRUNELLA IN HAMBURG

On June 11 Prunella Stack carrying the Union Jack led a delegation of English women to Hamburg to show the Nazi Strength-Through-Joy convention that Britons are not weaklings (*left*). For physical fitness, apotheosized by the Fascist nations, has now reached democratic England. Parliament has passed a Physical Training and Recreation Act. Factories and villages are building health centers. "KEEP FIT" is the latest slogan plastered over England by companies selling gin, whisky, beef broth, milk, bananas. A National Health Advisory Council, loaded with noblemen, heads the campaign.

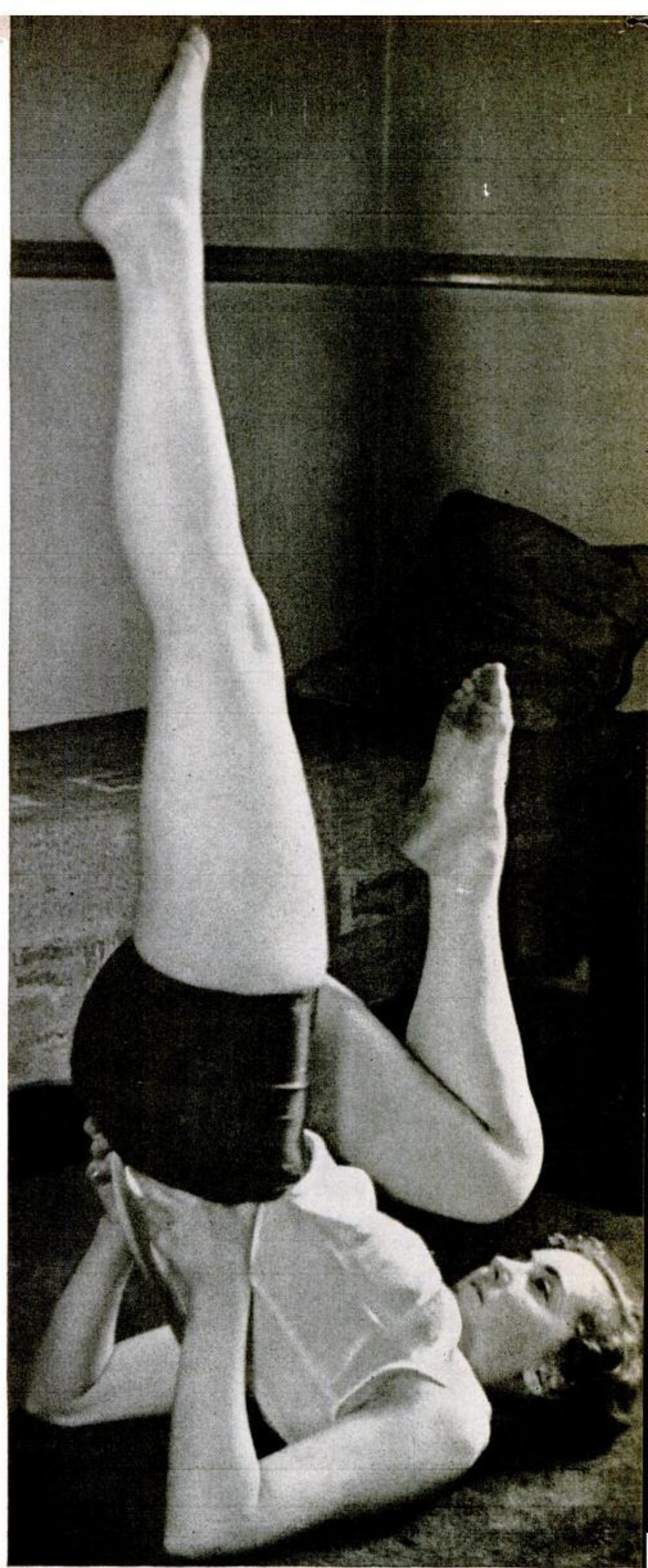
Before 1914 Britain notably did not get ready for war. Result was that of every nine conscripts, one was an invalid, three were physical wrecks, two were infirm and only three were fit to fight. Today England proposes to eliminate as many weak chests, flat feet and sagging stomachs as possible before Britons go forth against the mass-drilled legions of Continental Europe (*see next page*).

Ready to hand in this campaign is Prunella Stack's flourishing League of Health & Beauty. And Prunella is a go-getter. She has got 140,000 women to wallow through daily exercises and War Minister Hore-Belisha jokes that the British Army needs her for recruiting. The theme of her League is English "Racial Health," in answer to the Nazis' nonsense of the glories of the "Aryan race." The League uses the rhythmic stomach and breathing exercises devised by an Australian gynecologist, the late Sir Frederick McCoy.



Keep Fit Teachers of Prunella Stack's League of Health & Beauty are put through paces by Prunella herself. Here,

waving her arms, she is conducting a class in rhythmic leg exercises at the League's London headquarters.



The respectable legs of Prunella Stack are unquestionably the best-known and most overworked legs in all of England today.



For posing, Prunella gets into the League's official exercise uniform of tight black silk shorts, loose white waist.



Her home life starts every morning with her mother's setting-up exercises done naked in front of an open window.



These pictures are slathered across England to make fitness appear attractive and smart to British women and men.

CONTINUED ON NEXT PAGE

(continued)

ENGLAND



↑ **Georgius Rex**, for King George, is what the G. R. means, here being spelled out by British Keep Fit girls at Gaumont-British Carnival Ball in London's Albert Hall last March. This is a sample of Britain's earnest efforts to make the Fitness girls popular. Here the girls are flanked by members of the British Army, Navy, Air Force and Marine Band.

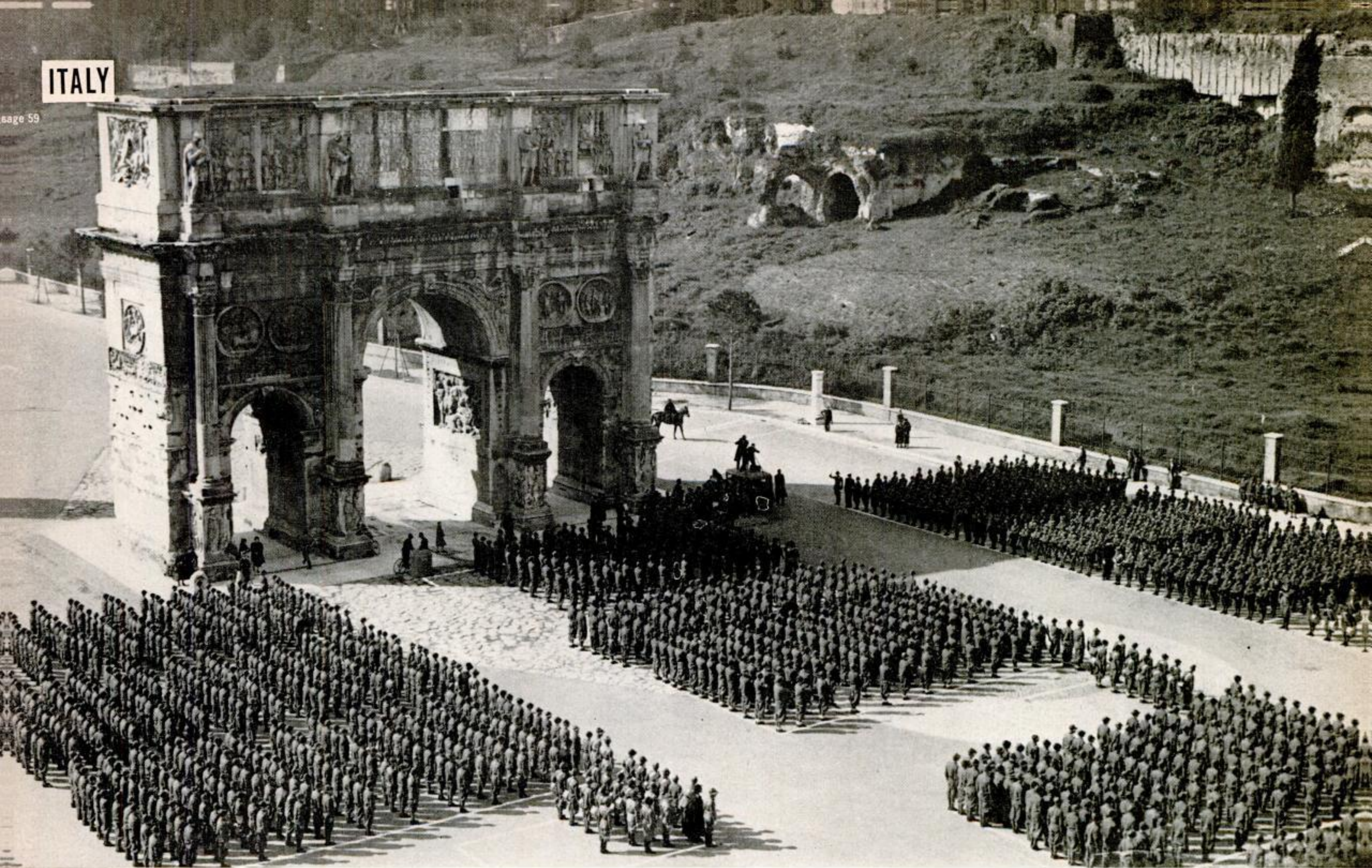
↓ **Circles**, for Unity, were formed by 7,000 high-school members of Czechoslovak Sokol gymnast units in the five-week Sokol Festival from May 28 to July 3. Sokols (meaning falcons) were the first modern organizations of Czechs, spawned Czech patriots. Gymnastic festivals are held every six years. This one also celebrates the 20th Anniversary of Czechoslovakia.

CZECHOSLOVAKIA



ITALY

page 59



Roman phalanxes are formed by Italian Avanguardisti boys (aged 14 to 18) on Rome's Triumphal Way beside 1,600-year-old Arch of Constantine. Some 600,000 of these boys plus workers' organizations played host June 26 to the third World Congress for Work and Joy. This affair is thoroughly Fascist, though 60 nations sent 800 delegates this year.

The swastika was the inevitable pattern made by Berlin's Hitler Youth and Storm Troopers June 21 in Berlin's Olympic stadium, to celebrate the coming of summer and the end of one of the worst droughts Nazi Germany can remember. The secret of Fascist and Nazi enrollments is to keep young people from thinking by tiring their bodies with hard exercise.

GERMANY



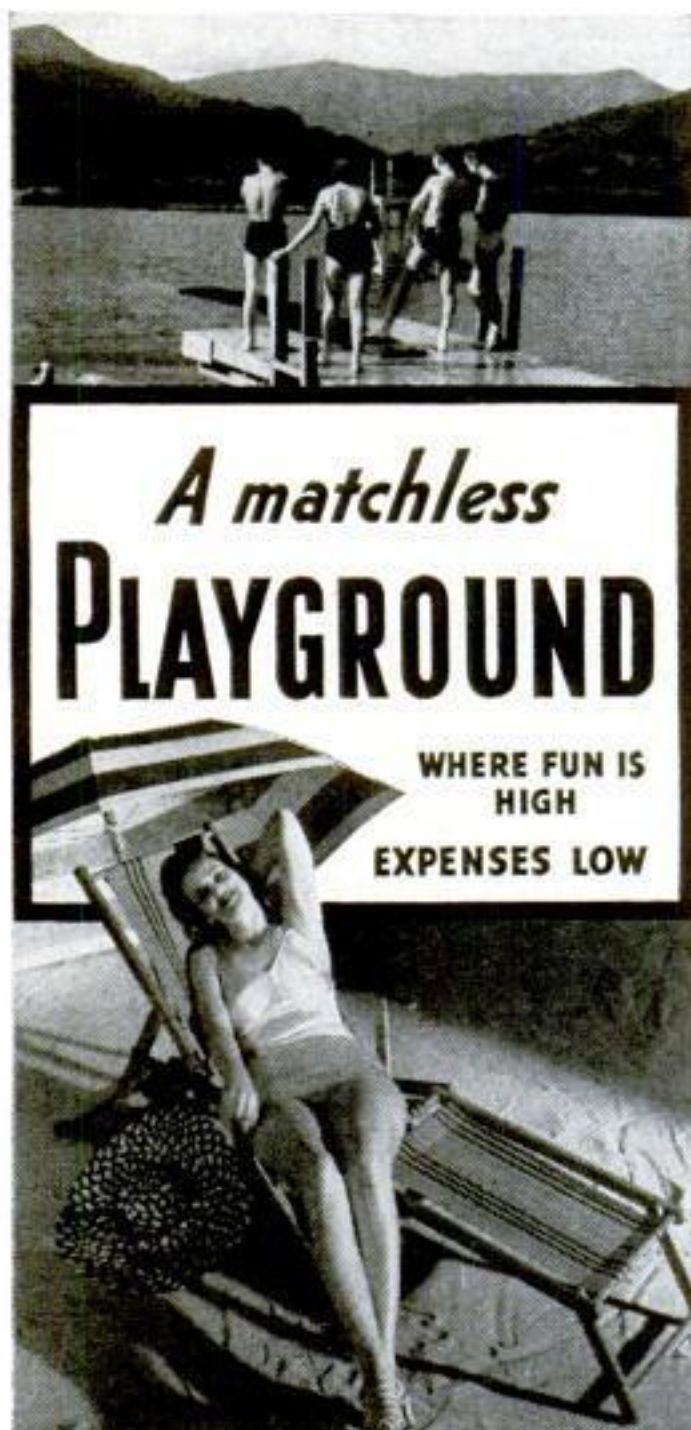
THESE ARE 15 OUT OF 458 TRAFFIC DEATHS OF JULY 4

Despite intensive safety campaigns, the three-day weekend of July 4, 1938 brought violent death to 576 persons—more than were killed on any previous Independence Day weekend. Reports from larger communities in the U. S. charged 258 of these deaths to traffic accidents and only six to fireworks.

At least 200 other persons were killed by automobiles in rural areas or centers which did not report accidents at the time. Thus LIFE in its article on traffic two weeks ago was none

too pessimistic in its estimate that 500 lives would be lost through automobile crashes that weekend.

Those killed were men, women, children out to have a good time. Some were reckless but most of them just had bad luck. And many others will continue to die until the nation as a whole realizes that the combination of a fast car, a fallible driver and a slow road is even more dangerous than firecrackers and other hazards encountered over a July 4 weekend.



NO two weeks are big enough to hold all the fun you'll find in amazing North Carolina. The cool, invigorating climate invites you to run the scale of outdoor joy...from the Great Smoky Mountains down through the Sapphire Country and the Sandhills to the coastal section with its miles of smooth, white beaches. Everywhere you will find superb golf on championship courses in settings of matchless beauty. Fish to your heart's content...in mountain streams, woodland lakes—in hundreds of inlets, broad sounds and in the Gulf Stream off the coast. Ride historic trails. Motor over a network of paved highways that provide unforgettable scenic trips and spots of Colonial charm. Or...relax; steeped in peace and quiet. This astonishing vacationland fits any budget. Overnight from most points in Eastern America. Come soon. Mail the coupon today.

Dept. of Conservation & Development



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Governor's Hospitality Committee
453 Agricultural Bldg., Raleigh, N. C.

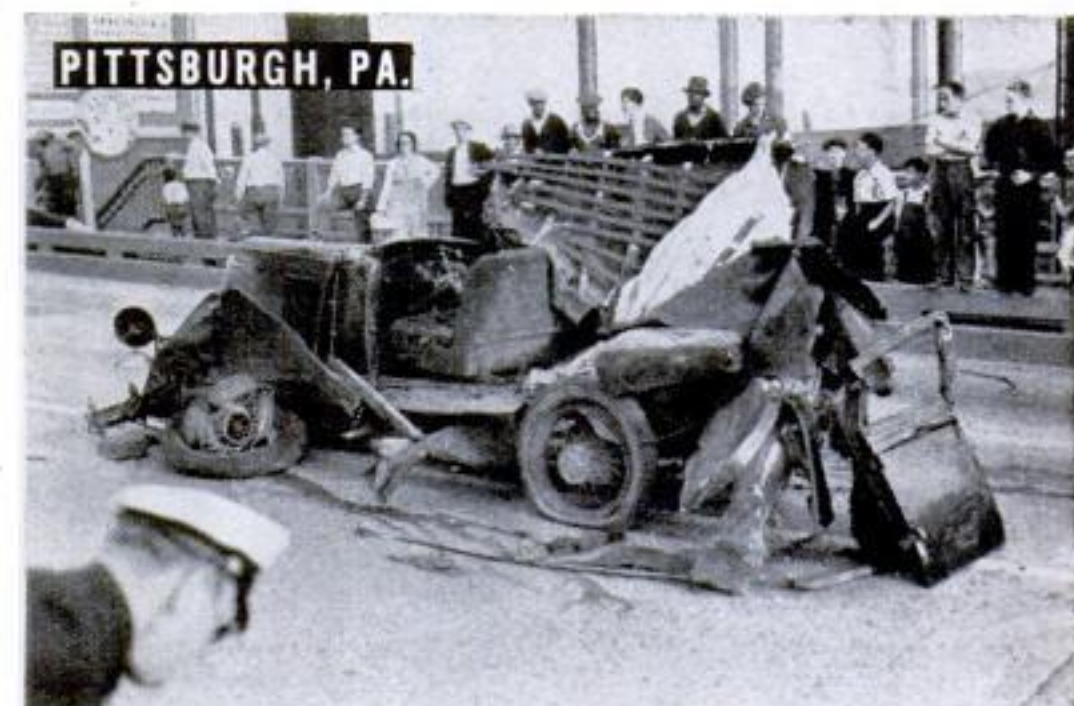
Gentlemen: Please send me official booklets,
[] "NORTH CAROLINA, VARIETY VACATIONLAND"
[] "GOLF IN NORTH CAROLINA"
(Check the literature desired)

Name _____

Address _____



QUAKERTOWN, PA.
A family of five and a friend were killed when their car was struck by a train at a crossing, dragged 500 yd. and crushed.



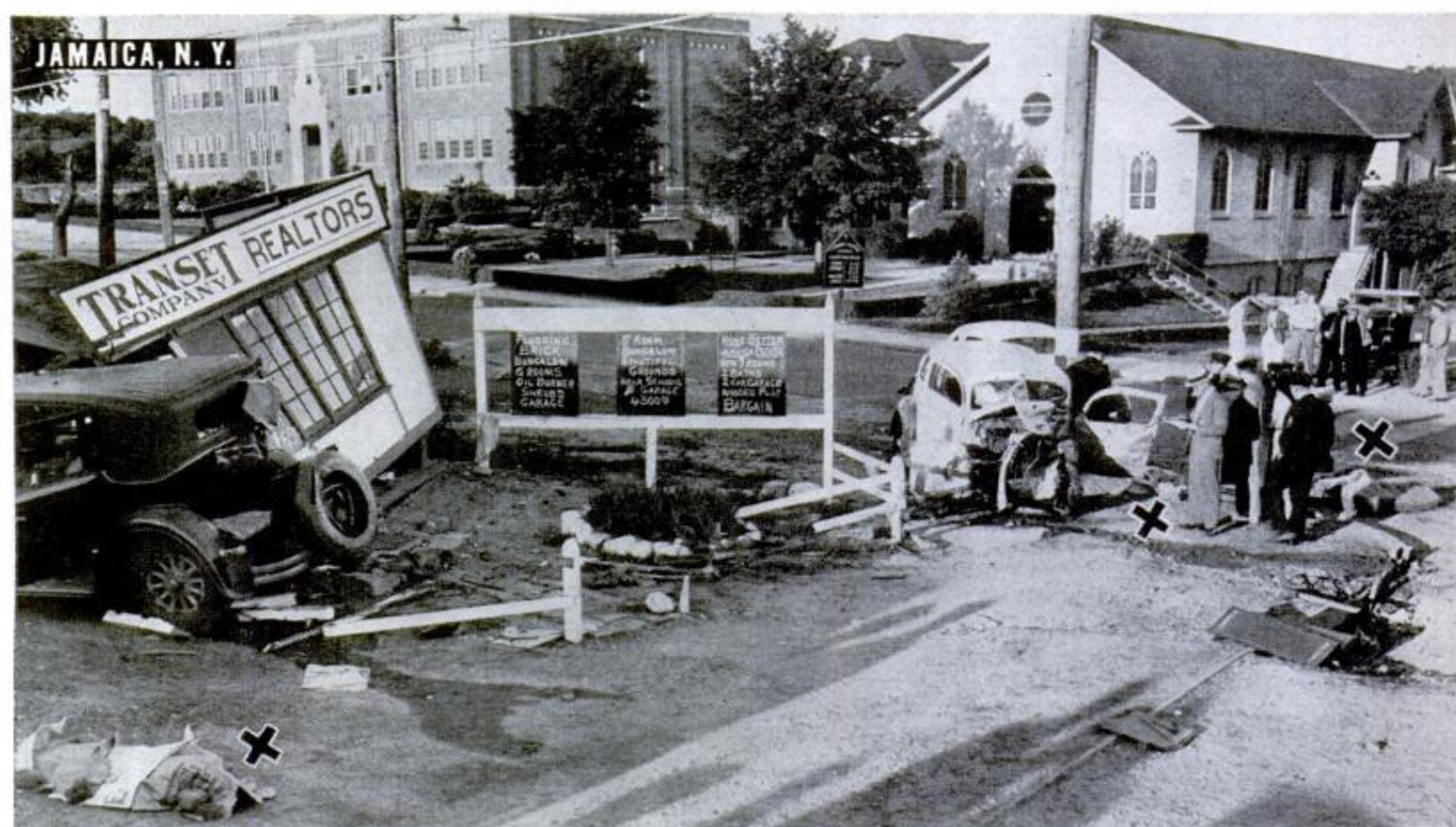
PITTSBURGH, PA.
One person was killed and five were injured in a triple accident when this sedan was accidentally changed into a touring car.



KANSAS CITY, MO.
Head-on collision brought death to a 27-year-old mother and her two children. Her husband was badly injured but may live.



EASTMAN, GA.
This cow meandered onto the highway, ditched the car at left and injured four. Georgia is notorious for livestock on roads.



JAMAICA, N. Y.
Five out of seven in this head-on crash early on July 4 were killed. Three of the bodies lying on the pavement are marked

by crosses. Only witness to the accident was the speedometer of one of the two cars which was broken showing 70 m.p.h.

The Most Refreshing Way You Ever WON A PRIZE!

WINNER
Mrs. Arthur Bates
and Children



WINNER
Mrs. W. A. Screws



WINNER
Don Niles



\$50,000
WEEKLY CONTEST
ROYAL CROWN
REG. U.S. PAT. OFF.
COLA

Wouldn't some of your troubles disappear just like magic if you were presented with a gift of a *thousand dollars* in cash? Then, enter this grand weekly contest, which offers a first prize each week of \$1,000 and sixty other cash prizes. Take a tip from the prize winners shown here (three of the 1,098 winners to date) and drink a bottle of ROYAL CROWN Cola for an inspiration. As its refreshing goodness touches your lips, you'll think of some fine things to say about ROYAL CROWN Cola. For instance, "I like ROYAL

CROWN Cola best because the two full glasses in each 5c bottle mean added refreshment and added economy." Or, "I like ROYAL CROWN Cola best because of its grand taste, its real economy and its guaranteed purity." For more contest suggestions, listen to the ROYAL CROWN REVUE on Friday nights over NBC coast-to-coast network. Hurry, send in your answer today—send in another next week, and the next. With 61 prizes each week you have an excellent opportunity to win.

CONTEST RULES

1 To enter contest, simply finish this sentence, "I like ROYAL CROWN Cola best because" with 25 additional words or less. Write your entry on the contest blank below or on a separate sheet of plain paper. Print your name and address clearly. Send in as many entries as you desire for each week's contest and enclose with each one a top from a bottle of ROYAL CROWN Cola or a facsimile (drawing). Mail your entry to ROYAL CROWN Cola, Columbus, Georgia.

2 Entries will be judged for clearness, sincerity and originality of thought. Your own words are most important. Do not send fancy entries. All entries are carefully considered and the judging is done by an outside company—(Reuben H. Donnelley Corporation). Entries are not acknowledged, since this is a weekly contest. Decision of the judges will be final and duplicate

prizes will be awarded in case of ties. All entries and contents become the property of ROYAL CROWN Cola. No entries returned.

3 Anyone may compete except employees of ROYAL CROWN Cola, their advertising agency, and their families. Contests limited to United States and subject to Federal, State and Local regulations.

4 Each week until September 1, the following weekly prizes are offered: First prize, \$1,000 cash to writer of best sentence. The next ten best receive \$50.00 each, and the next fifty best receive \$10.00 each. Total of 61 weekly prizes amounting to \$2,000 a week. All prize winners will be promptly notified. Remember, the contests are weekly, so if you do not win the first time, try again.

TUNE IN — For good music—good comedy—and good contest tips—listen to the ROYAL CROWN Revue every Friday night over NBC coast-to-coast network. See your newspaper for station and time.



MAIL BOTTLE CAP OR FACSIMILE WITH YOUR ENTRY



ENTRY BLANK • FILL OUT NOW

"I like ROYAL CROWN Cola best because

ROYAL CROWN Cola, Columbus, Georgia

Gentlemen: I have completed the sentence which begins, "I like ROYAL CROWN Cola best because," and you will find enclosed a bottle top (or a facsimile) from a bottle of ROYAL CROWN Cola.

Name

Street or R. F. D. Address

City State

THIS ENTRY BLANK IS JUST FOR YOUR CONVENIENCE
USE A PLAIN SHEET OF PAPER IF YOU DESIRE

Life Goes on

Aboard the deep-sea yawl "Escapade"

At 3 p.m. June 21, the gun on the committee boat outside Newport, R. I. harbor boomed. Their sails filling with a fair southerly breeze, 43 sailing yachts, worth a round \$1,000,000, crossed the starting line at Brenton's Reef lightship to begin the year's banner ocean race: the run for the Bermuda Trophy. It was to take them 635 miles across one of the world's roughest stretches of water to Bermuda. Among the first across the line was the new, black-hulled, \$70,000 *Escapade*, 73-ft. overall, owned by Henry Fownes of Stamford, Conn. She carried a crew of 15, including LIFE's photographer Hans Knopf who went to show what happens on a blue-water race.

What happened on this race was head winds and heavy weather. Tuesday, first day out, was moderate. The graceful *Escapade* led the fleet. In the eve-



Escapade started out (above) with full sails set. Designed by Phil Rhodes, she was built by Luders of Stamford, Conn.



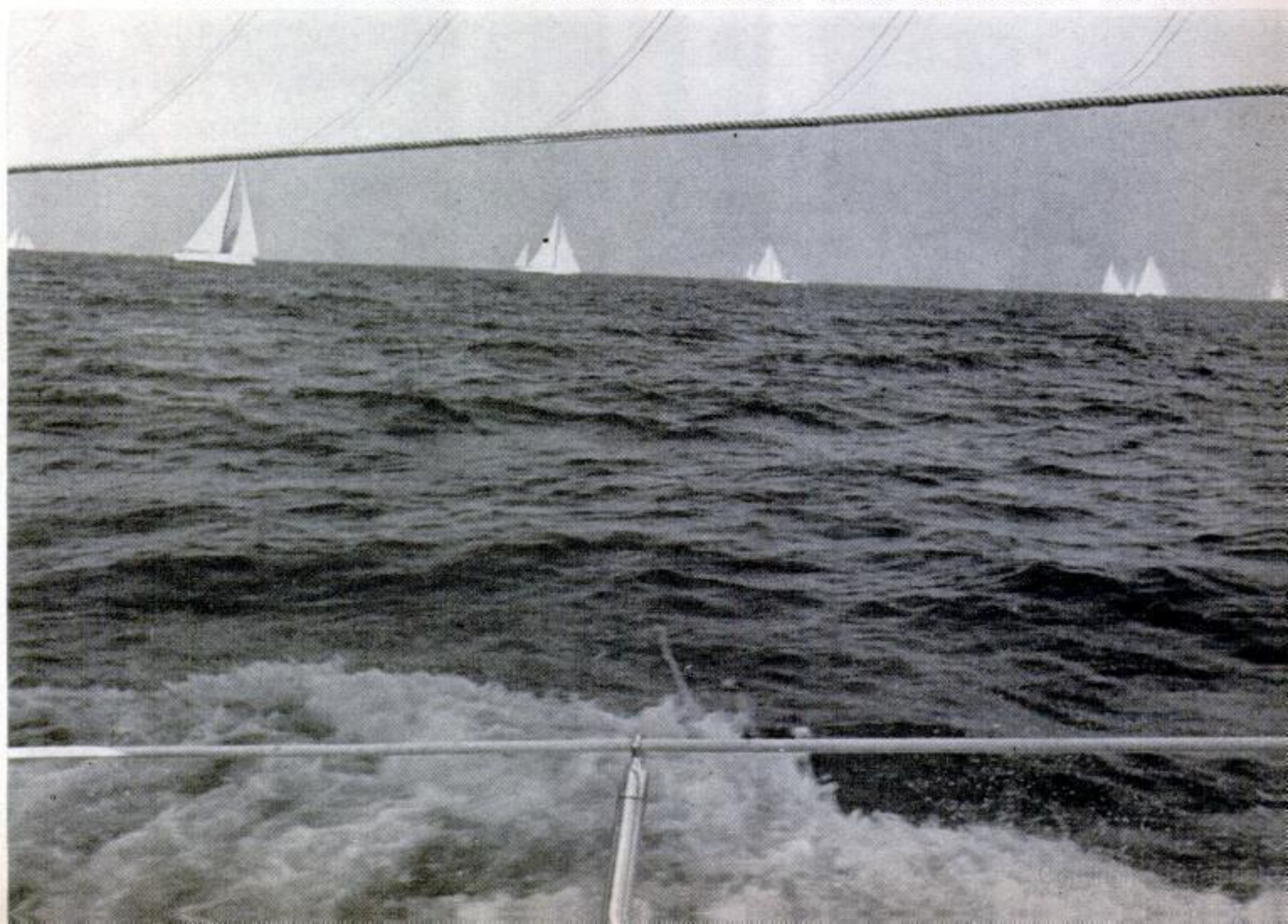
Crossing the Gulf Stream, waves began to pile up, the southerly wind grew stronger. Crew donned oilskins and helmets.

man clenched the wheel tighter as *Escapade* thrashed ahead. It is the rough Gulf Stream which makes this race tough.

NIGHT WATCH: WIND LIGHT, SEA CALM



SAILING FAST TO WINDWARD AT THE START, ESCAPADE PASSED LATIFA, DREW AHEAD OF THE FLEET



Yacht Race

635-mile Newport-to-Bermuda thrash

ning fog, with the breeze lightening, she was passed by *Baruna*. With Wednesday, as *Escapade* entered the Gulf Stream, came rain, wind and seasickness. One by one, the crew staggered weakly to the rail.

Late that morning, there was a loud bang forward. The headstay lever had pulled out. This calamity cost *Escapade* any chance of winning. The lever was lashed down, a smaller jib run up. More of the crew got sick. Knopf carried on but didn't really care if he ever got another picture on the trip.

For two days, waves kept the decks awash. Men hung to scuppers. Cabins were doused. Bunks grew sodden and tempers grew short. Thursday night, the Gulf Stream was left behind, the sea flattened. Saturday evening, *Escapade* passed St. David's Head, third to finish. She was 4 days, 4 hours out of Newport, nine hours behind the winning *Baruna*.



At the wheel is Jim Thorburn. The crew was divided into three watches, each watch taking one night, one day shift.



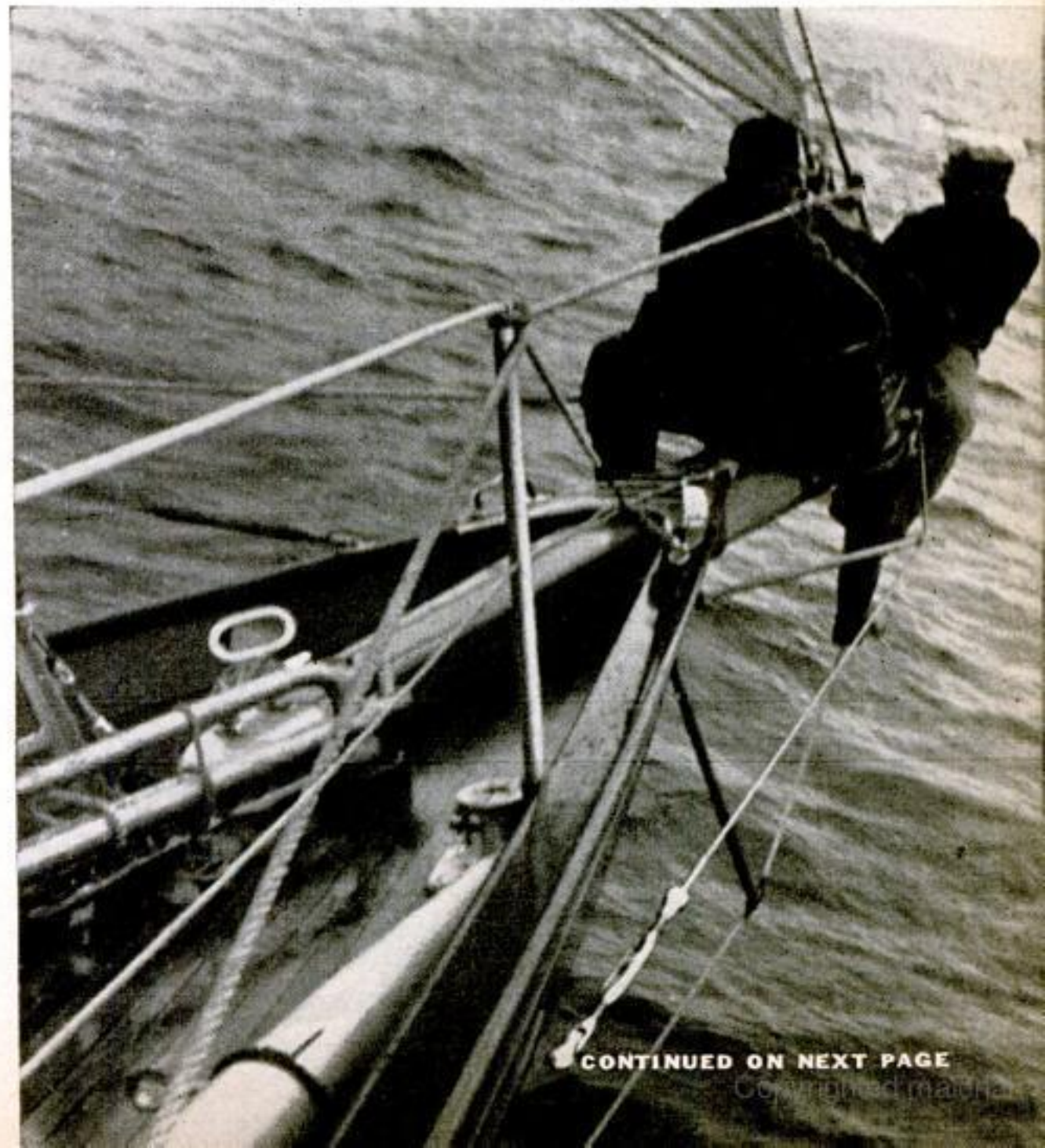
The mounting seas break into cliffs of spray and the ship heels way over as Owner "Hank" Fownes goes forward to

secure a backstay. To get an idea of how sharply the deck slants, turn page until the surface of the water is horizontal.

TO CATCH THE LIGHT BREEZE, THE CREW PREPARES TO SET A BIGGER, LIGHTER FORESTAYSAIL



LASHING ESCAPADE'S DAMAGED HEADSTAY



CONTINUED ON NEXT PAGE

At last!

A SIMPLIFIED MINIATURE CAMERA

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Picture Size $1\frac{5}{8}$ " x $1\frac{1}{4}$ "

- ★ **Economical to Operate**—uses standard make roll films. Takes 16 pictures on regular 8 picture roll.
- ★ **No Special Knowledge**—no complications to master. Any amateur can operate it immediately and get brilliantly clear pictures!
- ★ **Pictures Enlarge Splendidly**—due to sharpness of detail. Ideal for the new enlargement process.

All Falcon cameras are produced by American craftsmen and are unconditionally guaranteed for 12 months.

And The Super-Action CANDID

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with
f4.5
lens

With f3.5
lens \$21.50



For fast action shots and excellent results under a wide variety of lighting conditions, Falcon presents this superb "Candid" model. It takes 16 views ($1\frac{5}{8}$ " x $1\frac{1}{4}$ ") on all standard makes of 8-picture rolls. Dufaycolor film can also be used. Has a host of fine features such as are found on highest priced cameras; Wollensak Velostigmat lens (f4.5 or f3.5); Genuine Deltax fidelity shutter with graduated speeds, time and bulb to 1/100 sec. Focusing mount adjusts from infinity to 3 ft. Latest "Spyglass" view-finder. Attachment for cable release. Takes standard range-finder and tripod. Exposed metal parts finished in brushed satin chrome against Ebony black Neolite case.

If your dealer cannot supply you, send remittance to us (and dealer's name) and we will ship your camera to you post-free.

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Yacht Race (continued)



Cook passes food up to Capt. Holmgren. They were the only paid hands aboard.



Waves like this induced nausea, made cooking almost unnecessary for two days.



Off duty, before rough weather, Crewmen Swift and Williams lounged below.



Off duty, LIFE's Photographer Hans Knopf, jib-sheet man, took pictures.



Nearing Bermuda, the crew followed tradition by drying out, lolling about on deck in pajamas. By this time, both the waves and the queasy stomachs had subsided.



Designer Phil Rhodes, swathed in oilskins, goes forward to observe the trim.



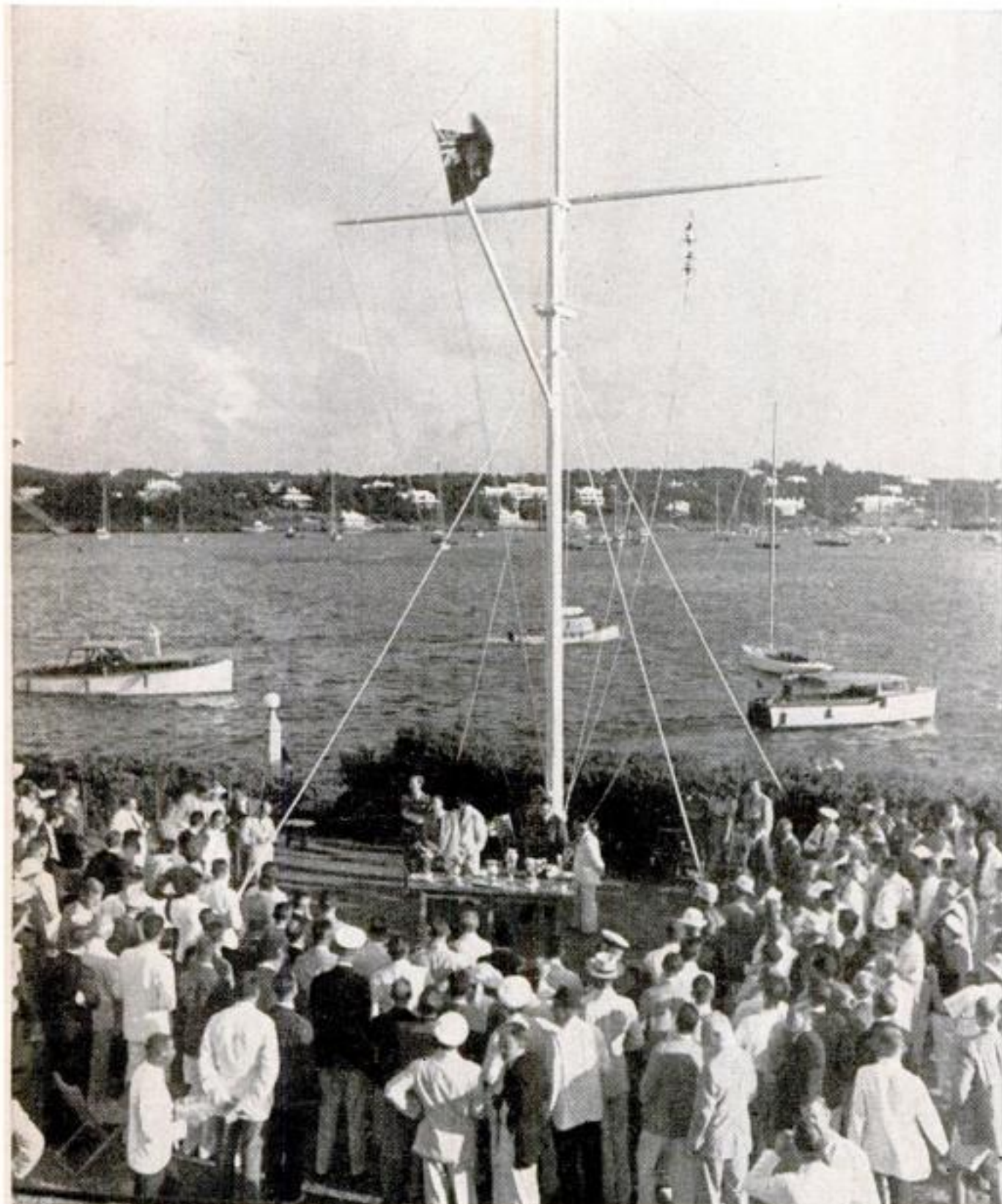
In the galley, George Mann mixes a Martini to celebrate the end of the race.



Winner of the race was the yawl *Baruna*, owned by Henry C. Taylor of New York.



The Bermuda Trophy, coveted yachting prize, is put up by Royal Bermuda Club.



The Royal Bermuda Yacht Club is one of the four or five most important sailing clubs in the world. Here on its grounds, Bermuda's Governor Hildyard makes race awards.

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This little fellow is a great American favorite. He's welcomed in millions of homes, bringing cheer in sparkling bottles of Clicquot Club. Flavor-aged and extra dry, Clicquot Club has been America's finest ginger ale for over fifty years. It is still the finest.

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FROM
Puerto Rico

In tropical Puerto Rico they have a cool-drink secret that's worth knowing. It is rum—light, fragrant DON Q RUM... served with much ice... sipped with due regard for its subtle flavor. Try this tropical triumph in a frosty Collins*—your cue to cool drinks.

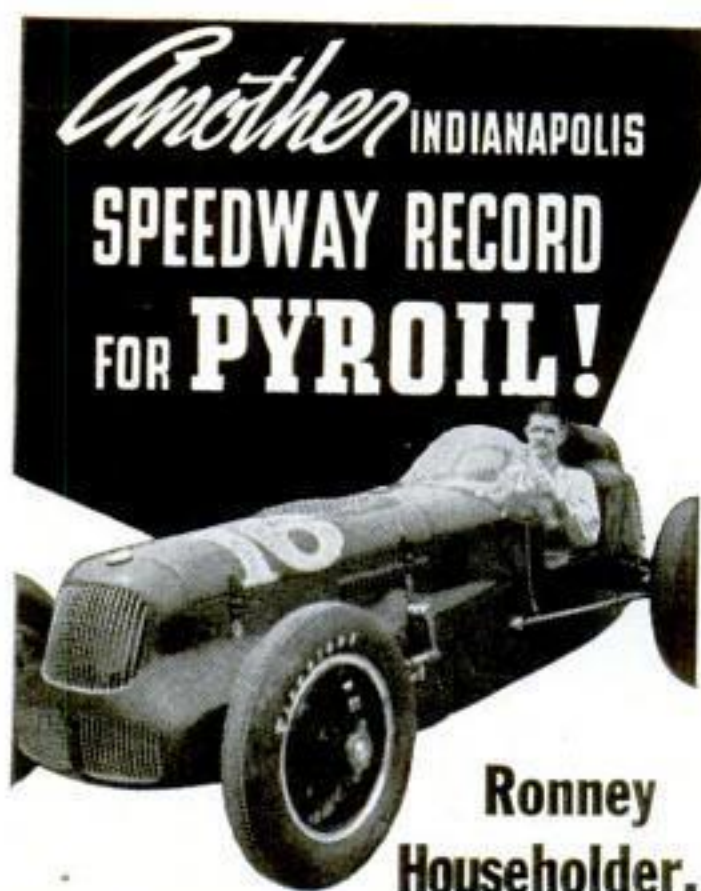
Product of
Destileria Serralles, Inc., Ponce, Puerto Rico
Your Guide to Good Liquors

*DON Q RUM COLLINS
1½ oz. Don Q (Gold Label);
juice of ½ lemon; ½ teaspoon
powdered sugar; shake well
with ice; pour into highball
glass; add soda, sprig of mint.

DON Q RUM comes in two
kinds: White Label for cock-
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Both same price—duty free.

Don Q Rum PUERTO RICAN
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WORTH BARKING FOR**



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- None revive to reinfest
- Kills fleas, lice, dog ticks, stick-tites

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★ ★ ★ ★ ★
WHEN WASHING YOUR DOG, use the remarkable Pulvex "6-Use" Dog Soap which oils, tones, grooms, deodorizes, kills fleas and cleans, all in one operation. Extra large cake, outlasting two ordinary cakes, 50c. Should you only wish to wash your dog and free him of fleas, use the regular Pulvex Flea Soap, 25c.

PICTURES TO THE EDITORS

HUMMINGBIRD HOME LIFE

Sirs:

I had always wanted to make a movie of a hummingbird but was unable to find one tame enough to make it possible. My opportunity came when this one built her nest on Sunset Boulevard, Hollywood, opposite the famous Trocadero Cafe. I borrowed a stepladder and was able to make a few shots about three feet from the nest. Then I had a table with collapsible legs made and the siege started. For about five weeks, every second day

and sometimes more, I stood on the table each afternoon for four hours getting what was needed to make an interesting picture. I kept getting closer and closer until within a few days I had placed the camera as close as four inches from the nest while the fearless mother landed on the rim and proceeded to feed her two offspring.

The greatest difficulty I encountered was trying to get shots of the mother gathering nectar from the flowers.

GUY D. HASELTON

Hollywood, Calif.



HOLLYWOOD BUS STOP PROVIDES HOME



HUMMINGBIRD ON NEST ATOP BUS SIGN



WATCH SHOWS SIZE OF HUMMINGBIRD



TWO EGGS IN HUMMINGBIRD NEST



BABY APPEARS AT MOTHER'S LEFT



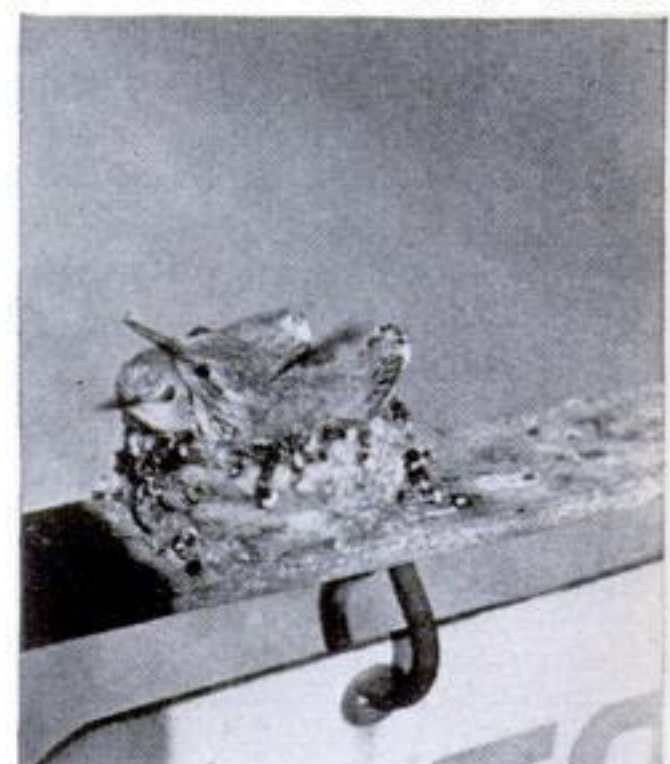
MOTHER FEEDS HER HUNGRY YOUNG



CLOSE-UP OF THE MEAL HOUR



CHICKS START GROWING PIN FEATHERS



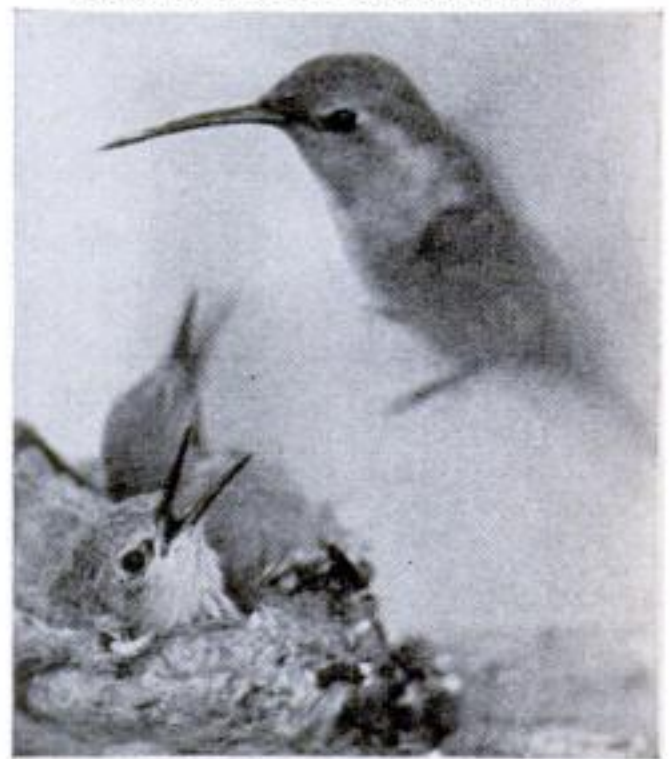
BABY BIRDS SIT ON NEST'S TOP



HUMMER HOVERS OVER BLOSSOM



BIRD SUCKS NECTAR FROM BLOSSOM



FOOD FOR HER FAMILY

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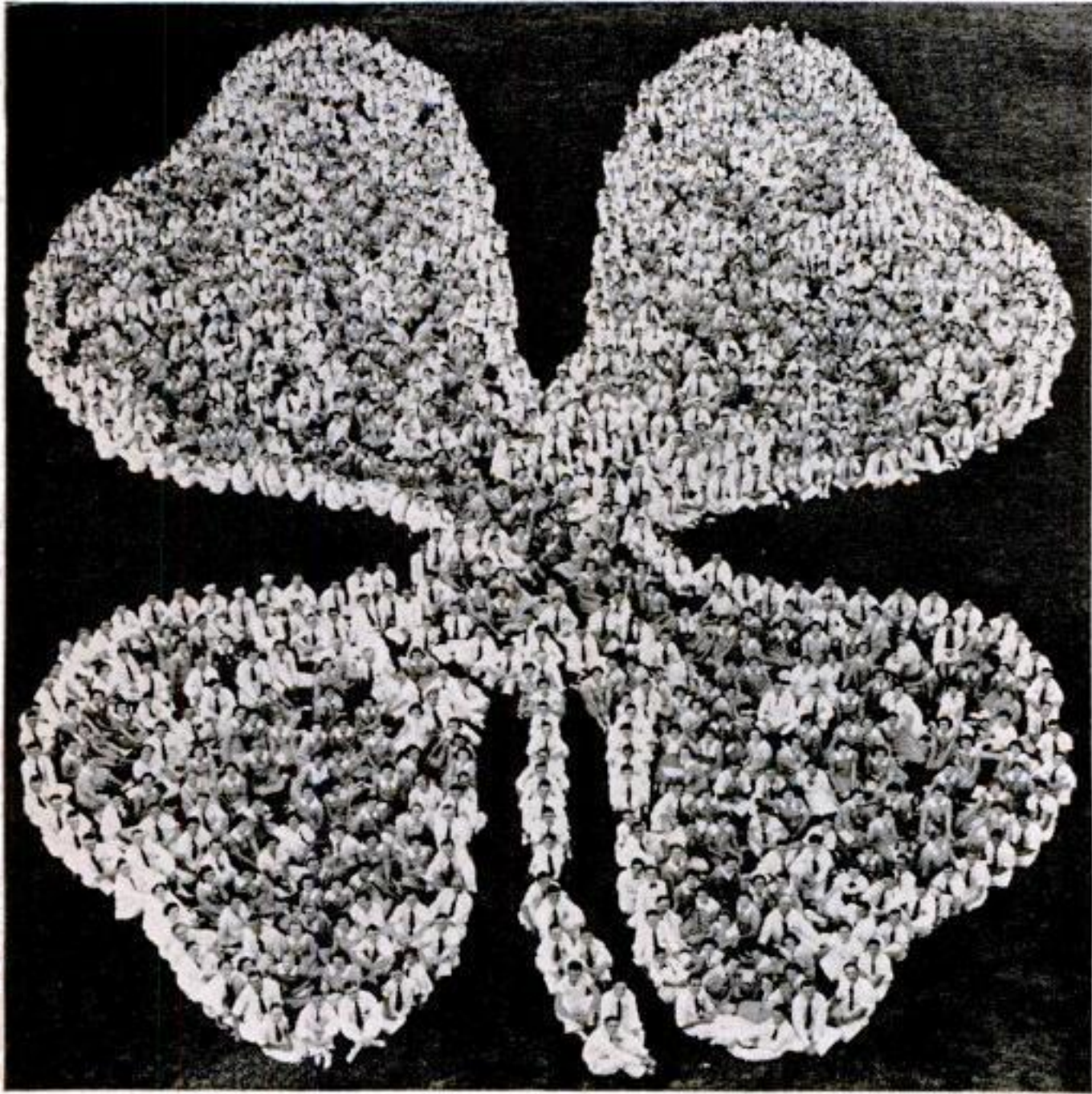
4-H

Sirs:

This four-leaf clover, emblem of the 4-H Club, is formed by the some 1,350 Kansas boys and girls attending the

4-H Round-Up on the Kansas State College campus recently. The picture was snapped from the tower of Anderson Hall looking east away from the campus.

R. R. LASHBROOK
Manhattan, Kan.



SCOOTER STEALING

Sirs:

On June 27 Miss Florence Nyland (right) rented a motor scooter here in Green Bay and scooted off to Michigan where she was arrested for stealing the scooter. Brought back here, she may be prosecuted under the federal act prohibiting interstate commerce of stolen motor vehicles. This would be the first time anyone stood trial in a federal court on a charge of the interstate theft of a scooter.

FRED J. HATCH

Green Bay, Wis.



WALKATHONER

Sirs:

I was in the Walkathon picture which was taken in Chicago (LIFE, May 30—see below). I was sleeping at the time and the picture isn't at all flattering. I am sending this picture of my partner Angie Oger and yours truly (below, right). I don't think in this one we look like stumbling half-senseless shufflers.

JACKIE RICHARDS

Mansfield, Ohio



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X Y Z
K. B. Y.
YEATON, MRS. R. G.
YOUNG, MRS. J. H.
YOUNGER, A. M.
ZOOK, R. T.
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ALLEN, HORACE G.
A. M. B.
M. B.
M. C. B.
BARBARA
BATES, PATRICIA
BOB
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Dandruff makes you look untidy and can handicap you socially as well as in business. Glover's Mange Medicine is famous as an aid in relieving Dandruff, because it contains pine tar oil, sulphur and other medicinal properties of highly regarded value by the medical profession. Used with systematic massage, Glover's makes your scalp fairly glow all over; leaves your hair clean, soft, lustrous. You can FEEL and SEE its good effects.

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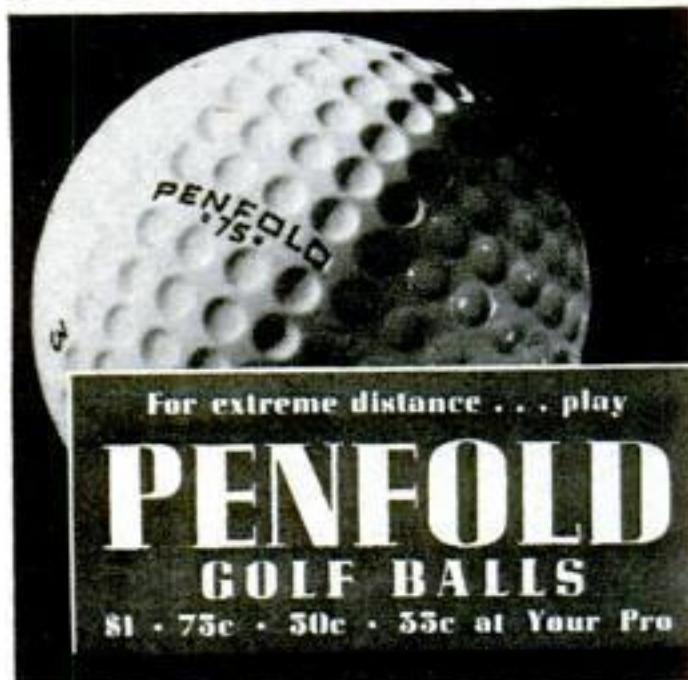
Fortune
FOR JULY

Why Argentine farmers won't let Argentina become a great industrial power and why American business need not worry about losing its Argentina market for many years to come is told in **SOUTH AMERICA IV: ARGENTINA** in **FORTUNE** for July—an issue in which you will also find:

A Balance Sheet of Franklin D. Roosevelt
FORTUNE Quarterly Survey
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PICTURES TO THE EDITORS

(continued)

NOME BOUNCERS

Sirs:

I took these amateur shots at Nome, Alaska. They depict a robust pastime among the Nome Eskimos. Native men stand shoulder to shoulder around a huge walrus hide, grasping its edge firmly. A native girl takes

her place in the center and is tossed upward, sometimes an incredible height. Object of the game is for the woman to retain her footing when she descends, after the men have tossed her as high as possible.

ROBERT ORMOND CASE

Portland, Ore.



BAD FORM MAKES BAD START



GOOD FORM, BUT NOT HIGH ENOUGH



THE WINNER: GOOD FORM AND NEARLY 30 FT. UP IN THE AIR

LIFE'S PICTURES



Dmitri Kessel had his first camera broken over his head by a Russian officer in 1918 when he tried to photograph an army execution. Following year he was drafted for the Ukrainian army, captured by the Bolsheviks, by 1920 was a Red cavalry officer. He left Russia in 1922, worked a year on the Bucharest stock exchange, then came to America. In 1930 he again started taking photographs, became a professional in 1934. The fashion pictures in this issue and those of the Mount Hope experimental farm (LIFE, July 11) represent a departure from the industrial pictures in which he has specialized heretofore.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- COVER: DMITRI KESSEL
2—INT., ACME—INT., W. W. (2)—ACME, W. W. (2)
3—NEWS EVENTS PHOTO SERVICE
5—W. W., ACME—A. P., ACME—ACME
9—A. P.
10, 11—*Hot.*, (4) A. P.
12—MARCH OF TIME, INT., SCIENCE SERVICE INC.—ACME, A. P., W. W.
13—A. P.
14—A. P., P. I.—ACME, P. I.
15—A. P., ACME—A. P., W. W.
16—PAUL DORSEY *exc. cen. rt.*, A. P. and bot. rt., CHARLES NERPEL
17—PAUL DORSEY—FRED TOY
18—W. W., A. P.—INT.
19—T. H., A. P., I. rt., INT.—INT., A. P.
20—W. W., *exc. l. rt.*, INT. and cen. rt. (2) A. P.
21—BROWN BROS. (2), W. W., BROWN BROS.—M. F. RICH (2), INT., W. W.—STANDARD FLASHLIGHT CO., INC., *courtesy* MAX SCHLING, W. W., A. P., KEY—W. W., INT., W. W., ACME
22—INT., P. I., A. P. (2) GLOBE, P. I., INT., W. W.—A. P., P. I., INT., ACME—W. W., A. P., P. I., A. P.
23—W. W., ANTONIO BERTI—INT. (2), WM. VANDIVERT—*bot. cen.*, W. W.
24 through 28—WALLACE W. KIRKLAND
31—DR. PAUL ARTHUR ZAHL
32—DMITRI KESSEL
33—DMITRI KESSEL, *exc. t. lt. taken from "OUR MOTHERS"* BY ALAN BOTT AND IRVING CLEPHANE, PUBLISHED BY VICTOR GOL-LANZ LTD., LONDON
36, 37—KARGER-PIX
38—THE MABEL AND ELEANOR HUDSON COLLECTION, *exc. l. rt. and lt.*; cen. lt. ARTHUR GRIFFIN from THE AMY LOUISE WOOD COLLECTION
39, 40—DIL. E. H. BRUENING
41—KARGER-PIX *exc. t. lt.* DEVERE BAKER from FREE-LANCE PHOTOGRAPHERS GUILD
42—INT.
43—ACME
44—F. SCHERSCHEL—GABRIEL BENZUR, F. SCHERSCHEL
45, 46, 47—F. SCHERSCHEL
48, 49—PETER STACKPOLE *exc. cen. lt. p. 49 H. M. BROCKWAY*
50—REX HARDY JR., ACME—CULVER
51—CULVER—FOX FILM CORP.—M-G-M, CULVER
52—UNITED ARTISTS, AMKINO—CULVER, M-G-M—M-G-M, BROWN BROS.
53—CULVER *exc. bot. lt.* RKO RADIO PICTURES INC.
54—FOX FILM CORP.—PARAMOUNT, FOX FILM CORP.—PARAMOUNT
55—T. H., cen. lt., bot. lt. CULVER—t. rt. COSMO-SILEO—*bot. rt.* UNITED ARTISTS PHOTO BY COBURN
56—P. I.
57—P. I. *exc. t. lt.* W. W.
58—P. I.—PIX
59—P. I.—A. P.
60—ACME, INT.—KANSAS CITY STAR PHOTO BY SOL STUDNA, ATLANTA JOURNAL—NEW YORK DAILY NEWS PHOTO
62—KNOPF-PIX *exc. cen. rt.* MORRIS ROSENFELD
63, 64, 65—KNOPF-PIX
67—*Bot. lt.* BERNARD HOFFMAN
68—BEN SCHNALL

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; INT., INTERNATIONAL; KEY., KEYSTONE; M-G-M, METRO-GOLDWYN-MAYER; P. I., PICTURES INC.; W. W., WIDE WORLD

Frank Hawks
FAMOUS AIR ACE, CALLS THIS
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WHEN IT'S YOUR SERVE, treat your guests to the ace of Summer 'coolers'... a foamy, icy Silver Fizz. And pick your drink-mixing partner from the gins that have won the national taste tournament year after year. The score shows that America buys more Hiram Walker Gins than any other kind!



HOW TO SERVE

Silver Fizzes

FOR TWO

Juice of 2 Lemons
2 Tbspns. Powdered Sugar
3 ozs. Hiram Walker's Gin*
Whites of 2 Eggs

Put ingredients in shaker, adding egg whites last. Shake well with cracked ice, strain into glasses and fill up with carbonated water.

*The Silver Fizz, of all drinks, must be made with a smooth, perfectly balanced gin. So be sure you use Hiram Walker's. These gins are made by Hiram Walker's exclusive Controlled Condensation Process that insures uniform smoothness in every bottle!



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HIRAM WALKER GINS
THAN ANY OTHER KIND**

THIS PART OF "DUDE" RANCHING IS O.K. WITH LEE THURSBY



HERE IT LOOKS MIGHTY PLEASANT being host at the Malibu "Dude" Ranch and starting guests Betty Champion and Alice Carver on the trails. But ask Lee Thursby about the other side of the picture

—the endless, exhausting task of keeping 35 restless "dudes" busy, amused, and fed! You bet Lee has a favorite cigarette, and, above, he tells Miss Carver why. It's a preference with a reason!



"Lee, I've been trying to decide what it is I like best about Camels—their mildness, or that good Camel taste. Camels agree with me in so many, many ways!"

"You and me both, Miss Alice. There's so powerful many things to make Camels different. In this 'dude' ranching business I've got to have my nerves in shape all the time. Camels don't get my nerves ragged. When ever hustling gets me played out, a Camel gives me a swell 'lift' in energy. There's more pleasure to Camels. Our guests seem to go for Camels too!"

BUT WHAT YOU DON'T SEE ABOVE IS THE TOUGH, NERVE-STRAINING SIDE OF KEEPING A BUSY "DUDE" RANCH GOING

Lee Thursby has got to have steady nerves. He smokes Camel cigarettes. He finds Camels are so mild that they never get on his nerves!



BACK TO THE REAL GRIND of "dude" ranching, Lee Thursby, assisted by "Shorty" Kelley, hefts another big load of grub from the chuck-wagon. Cartons of Camels too? You bet! Lee knows that his guests feel as he does about smoking Camels during and after meals. In fact, Lee speaks for millions of smokers all over America when he says: "After my 'chuck,' I smoke Camels 'for digestion's sake.' Camels give me that 'everything's-hunky-dory' feeling — another reason why I say, Camels set me right! Believe me, 'I'd walk a mile for a Camel!'"



PEOPLE DO APPRECIATE THE COSTLIER TOBACCOS IN CAMELS

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS —Turkish and Domestic

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Winston-Salem, North Carolina

ONE SMOKER TELLS ANOTHER:

"CAMELS AGREE WITH ME!"

What cigarette for the men who grow and know tobacco?

"Camels!" say these leading tobacco planters



"I know the difference between tobaccos that go into various cigarettes," states tobacco planter Joe R. Galloway. "Year in — year out, my extra-fine grades have gone to Camels, including the best of my last crop. Camels are the smoke for me — and for most other growers!"



Tobacco grower Lee Mason is well qualified to know what cigarette has finer tobaccos. He says, "I sold the best lots of my last crop to the Camel people. This has happened many times—with other planters too. I smoke Camels, as most planters do in this tobacco-growing country."



"My best baskets of tobacco were bought by the Camel people," declares planter Edward Thompson, who knows every phase of tobacco growing. "And," Mr. Thompson adds, "over and over that's the experience of most of my planter friends. So, like me, they smoke Camels."